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Peninsula News

The Only Newspaper 100 Percent Interested in San Diego's Peninsula Area. Serving 60,000 Population in Ocean Beach-Point Loma-Loma Portal-Midway

No. 4—Thirty-seventh Year. Ocean Beach, San Diego 7, California Thursday, November 15, 1956 Phones: AC-3-3156 - AC-3-3157 Ten Cents a Copy EIGHT PAGES

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HERE'S the POINT

By SPENCE HELD

After a mail-less Monday at the office, I waded through a big stack Tuesday and came up with an invitation to a Press barbecue at the Del Mar County Fair.

"Hmmm," I thought. "They're getting out their invitations early this time."

Then I noted the date was June 28, 1956.

Yeah . . . And the letter was postmarked June 13, '56.

The Pony Express must have been lost in the smog for five months before finally reaching Ocean Beach, huh?

* * *

Which reminds me that inside the front entrance to a large apartment house on First Ave. in S. D. is the following sign:

"Please close the door and help keep out the smog." '

* * *

Now that the downtown civic auditorium, the late-lamented Hall of the Americas, has been voted down again, Ray Perine has a solution to the problem:

Put the USS Enterprise in permanent drydock along the waterfront and fix it up for a convention hall.

This also would preserve the "Big E" as a World War II memorial, preventing it from being sold for scrap.

Perine points out that the carrier is big enough to house thousands of people, perhaps on the hangar deck, and the remodeling cost might be only a fraction of the $10 million or so required for a big convention hall.

Well, Perine handed the ball to me; I'll hand it to either D. D. Williams or Clair Burgener and he can run with it.

* * *

Yeaaa, Point Loma!

Coach Bennie Edens had his boys primed for Hoover and they came through with an aerial exhibition that really stunned the natives of East San Diego.

The local team, trimmed to a hard core of boys willing to work and keep training rules, has improved remarkably during recent weeks.

Point Loma High To Play M. B. In Homecoming Tilt

Point Loma High School's Homecoming celebration tomorrow will be something extra-special following the sensational football victory over Hoover last Friday night.

The game with Mission Bay High tomorrow at 2:30 p.m. at the local field took on added lustre due to that 20-7 victory. The Homecoming queen will be crowned at half-time, and the Lomanettes are expected to put on a colorful performance.

A Homecoming dance will be held in the evening at the Girls' Gym. Alumni are invited; they should call the Main Office of the school for dance reservations.

Quarterbacks Jerry Booth and Roger Soares passed the Cardinals dizzy Friday night. End Fred Gomes caught two tosses for touchdowns and Booth went over from one yard out for the other score.

Hoover scored first but couldn't hold off the rampaging Pointers. They were "up" for this game, like last year.

SLOGAN CONTEST

Mrs. Irene Wiswell, of 4479 Mentone St., was last week's winner in the Peninsula News Booster Slogan Contest. Her winning slogan will be found on Page 6, along with details of the weekly contest.

2nd USD Kickoff Launched In Area

Geographic campaigners of the United Success Drive in the Ocean Beach-Pt. Loma area this week launched a second kickoff as efforts to boost the area over the top were intensified.

Mrs. Percy A. Rooks, chairman of the house to house and small business campaign, reported the area had now reached $11,305 for 42.3 percent of a $26,702 quota.

She pointed out that returns to date are lagging behind expected results, partly because the recent election divided people's attention.

"The right to cast a vote for the candidates and issues of our choice is truly representative of our democratic form of life. In fact it is our duty to vote, just as it is our community responsibility to provide needed health and welfare services for our people.

"Now that local and national political issues have been settled, we must direct our undivided attention to meeting the needs of persons using Red Feather services."

The United Sucecss Drive total has reached $1,639,463 for 71 percent of the $2,306,000 needed to Make More Miracles Happen.

O.B.Kiwani-Annes

Officers for 1957 will be elected by the Ocean Beach Kiwani-Annes at a meeting Tuesday, Nov. 20 at 6:30 p.m. in the O. B. Woman's Clubhouse, Muir and Bacon Sts.

Mrs. John Burdine will present several musical selections.

Open House Set Tonight, 7-8:30 At O. B. School

Open house will be held tonight (Thursday) from 7 to 8:30 at Ocean Beach Elementary School as a feature of American Education Week.

Parents, relatives and friends are invited to visit classrooms. Also, educational films will be shown in the auditorium during the evening. This is an opportunity to view one phase of instruction given to children.

Room teas for Grades 2 through 6 will be given on the afternoons of Nov. 19 and 20. Child care will be provided. Parents are invited to meet in the auditorium prior to the teas for an interpretation of report cards.

Fifth and sixth Grade students held an election Nov. 6, with ballot boxes, booths and a secret vote. Results followed the national trend. President Eisenhower received an overwhelming vote, while Sen. Kuchel and Rep. Wilson also were victorious. Great interest was shown in Propositions K and L, both of which were approved by the youthful voters.

Demonstration

Marge White, cosmetic advisor of the Ocean Beach Pharmacy, was to give a demonstration on the "Fair Lady Look" at a meeting of the American Home Department of O. B. Woman's Club today (Thursday) at 1 p. m. in the Clubhouse, 2160 Bacon St. Darlene Overby and Ruth Stothard were to be models.

EXPLOSION — Personnel from Convair-Astronautics watch from a respectful distance as a little less than a quart of liquid oxygen and four ounces of JP (petroleum derivative) fuel are exploded in a safety demonstration at an abandoned rifle range on the Point Loma oceanfront.

Movie At Strand To Be Sponsored By Cub Pack 228

Cub Pack 228 again will sponsor a Thanksgiving movie and cartoons at the Strand Theatre in Ocean Beach on Friday, Nov. 23, it was announced.

The show will start at 1 p. m. with the box office opening at 12:30. Tickets are 25 cents and may be obtained from Cub Scouts, from a seller on the sidewalks of O. B., or at the box office before the show.

"Den mothers and their assistants will officiate throughout the performance." it was said.

Fishermen Employ Mackerel As Bait For Yellowtail

Usually considered a nuisance because they beat the larger fish to the bait, greenback mackerel were put to excellent use by anglers at the Coronado Islands this week and played prominent roles in the best catches of big yellowtail in recent weeks.

When anglers wearied of catching mackerel, Skipper Mel Shears, of the Mascot III, told them to leave the mackerel on the hook as bait for bigger game. The result was one of the best catches of big yellows in some time the anglers since have employed the same system to keep the pot boiling.

Largest yellow of the week was a 33 pounder caught by Sim Siminow, Montebello, fishing from the Polaris, and runner-up was a 31-6 bagged by W. K. Walker, Lawndale, fishing from the Mascot. E. E. English, Ocean Beach, was credited with a 30-5.

Return of the bluefin tuna schools also stirred fishing interest this week and fair catches were made a few miles west of Ponit Loma.

At the same time, bottom fishing boats working west of Point Loma ran up consistently high scores on red cod, cow cod, and lings, and largest bottom fish of the week was a 21-8 ling bagged by Mrs. Addie McCreary,

Controlled Rocket Fuel Explosions Staged On Point Loma Ocean Front

Precautions vital to the safe handling of liquid oxygen and alcohol or petroleum derivatives —essential ingredients of rocket propulsion—are being stressed weekly at training courses for personnel of Convair Astronautics, the program at Convair Division of General Dynamics Corporation concerned with development and production of the Atlas intercontinental ballistic missile.

In the last seven months more than 1,000 Convair-Astronautics personnel have taken the safety course and have assembled each Friday at an abandoned rifle range remote from habitation on the Point Loma oceanfront. There they watch carefully controlled demonstrations of what happens when rocket fuels are handled improperly.

Thrust for rocket engines usually is obtained from a mixture of liquid oxygen (LOX) with either JP fuels (petroleum derivatives) or alcohol, ignited by a spark.

LOX by itself is relatively safe although its natural temperature of minus 297 degrees Fahrenheit damages skin or eyes on contact. JP fuels, properly handled, also cause no undue concern.

Together, however, they have an explosive potential almost twice that of nitroglycerine. Too, LOX is dangerous and explosive if contaminated by organic substances such as clothing, greases or even wood.

John W. Garrison, Convair-Astronautics safety engineer, said all personnel assigned to work in areas where LOX and other rocket fuels will be stored are given the one-week safety course. Trainees attend two-hour classes for four days and spend the final session at the Point Loma range.

There they watch three demonstrations. In one, JP fuels and LOX are mixed in a small hole in the ground and ignited explosively from a safe distance by a spark. Another test involves saturating clothing with the mixture and igniting it, with a resultant flash fire. The final demonstration is explosion by an impact device of a mixture of LOX contaminated wtih grease.

Sunset View PTA Parents' Workshop Produces Valuable Teaching Aids

Did Johnny ever learn to read?

Chances are he did, especially if he attended Sunset View School here on Pt. Loma. For last spring a few parents who had decided to stop talking and worrying and start doing something to help the schools, met with the principal, and the Sunset View PTA Parents' Workshop was born.

Some of the thousands of teaching aids which that workshop has produced will be on display until Thanksgiving vacation in the school auditorium.

And what IS a teaching aid? Last week a Sunset View third grade class composed a letter thanking the Parents' Workshop for the new "games" it had received. But although the teaching aids are fun, they are much more than games. They are especially designed to be language and arithmetic drills, map quizzes, reading readiness studies, "games" to increase vocabulary, and the like.

Such teaching aids have been used for years, but there have never been enough of them, according to Miss Lewis McVea, Sunset View School principal. The schools haven't the money for such extras — valuable though they have proved to be—so usually teachers have had to make their own.

When that first small group of parents offered to help the teachers last spring, Miss Lois Chatterley, who was then principal, referred them to a teacher consultant, and they copied sets of number flash cards.

The teachers who used them were so enthusiastic that now more than two dozen parents help on a regular weekly basis, and turn out the teaching aids which consultants, teachers and principal suggest. Fathers paint and saw; mothers cut, paste and letter.

And the results? They have produced, among other things, 95 supplementary reading booklets, 3000 number cards, 100 reading games, 500 reading work cards, and 78 educational puzzles!

Sunset View's principal enthusiastically says, "This is the biggest single practical help I've known a PTA to give. It furnishes the kind of enrichment the children should have."

She says she feels the aids actually extend the teaching period by an hour or two a day in the first through fourth grades, where they are used, for the children go on learning even when the teacher is working with a different group in the room.

As for the parents—they are even more pleased than Miss McVea. After all, it is their children who are directly benefiting.

Strand Theatre Offers Free Tickets To All Peninsula News Subscribers

Your Peninsula News subscribers' receipt for the current collection period is good for one admission to the Strand Theatre in Ocean Beach when accompanied by one paid adult admission.

The receipt will be honored any Monday, Tuesday, Wednesday or Thursday until Dec. 13, 1956.

This bonus to our subscribers again is made possible by the cooperation of Daryll Johnson, owner of the Strand Theatre.

The Peninsula News makes this announcement as a gesture of appreciation to subscribers for their cooperation with the carrier boys in boosting the newspaper's circulation to more than 15,000 weekly.

Your Peninsula News carrier boy will call this week to make a 25-cent collection.

Chamber To Elect Directors At Meeting Nov. 28

Directors for 1957 will be elected by the Ocean Beach Chamber of Commerce at a general membership dinner meeting Wednesday, Nov. 28 at 7:30 p.m. in Madeline's Dining Room, according to President Bill Knopp.

All members, wives and guests are invited. Tickets are $3 each and may be obtained from any 1956 director or from Secretary John Pierce, 1835 Bacon St.

Two enlisted men from the Navy's Ream Field will present an award to the Chamber in appreciation for the efforts of several unidentified residents of Ocean Beach who served coffee and sandwiches to flyers who made a forced landing in a helicopter near the flood control channel recently, Pierce reported.

Dog Vaccination Required In S. D.

San Diego dog owners must have their pets vaccinated against rabies by Dec. 31, 1956, in order to get dog licenses for 1957. Dr. J. B. Askew, director of public health, said yesterday that vaccination is required for licenses by city ordinance and that a penalty will be levied against dog owners failing to apply for licenses before Jan. 1, 1957.

The only vaccine acceptable for dog licenses, Dr. Askew said, is the avianized type of vaccine produced from chick embryos, which is good for two years. He suggested that owners who had dogs vaccinated last year check the vaccination slips they received from their veterinations to see if the vaccination was good for a two-year period.

Dogs vaccinated last year with vaccine which protects for a two-year period will not be required to be vaccinated again this year for 1957 licenses. Their owners may attach veterinarians' slips indicating the two-year protection to applications for 1957 licenses, Dr. Askew said.

Owners of dogs due for anti-rabies vaccinations this year were encouraged to take their dogs to private veterinarians. Veterinarians will fill out the form necessary for dog licenses. The form should be mailed at once to the office of the City Treasurer at Civic Center with a check or money order for $2.50, the fee for the license. That office will begin issuing licenses after Dec. 1,

Dogs may also be vaccinated at the City Pound, 1104 Azusa St., through November on Wednesdays from 9:30 a.m. to 10:30 a.m. Through December vaccinations will be given at the pound daily, Monday through Friday, from 8 a.m. until noon. These vaccinations are done at cost. The fee is $1.00.

'Teentowners'

New rules and regulations for "Teentowners," a junior high dance club, will be discussed at a parents meeting to be held tonight (Thursday) at 7 p.m. at the Community Center, announced Jack Dawson, recreation leader.

Parents of members and would-be members are invited to attend. Suggestions for conducting the dances will be welcome.

Christmas Gift Guide Section In This Issue

This week's edition of the Peninsula News comes in two sections, including a 12-page tabloid Christmas Gift Guide with a color cover page.

Ocean Beach stores are well-stocked with an abundance of suitable gifts for the entire family—men's, women's and children's clothing, novelties, cosmetics, candies, hardware, toys, jewelry, television and appliances.

It's less than five weeks to Christmas, and this Gift Guide is published now to assist early shoppers. Local merchants urge early shopping in order to obtain the best selections.

Most stores will have gift-wrapping facilities.

Bank Of America Christmas Club Checks Go To 1,193 Persons Here

A reminder to shop early for Christmas, and the wherewithal with which to do it, is going out to 1193 residents of the Peninsula area in the form of Bank of America Christmas Club checks.

Managers Rollin E. Reed, of the Ocean Beach Branch, and Jay Thomson, Point Loma Branch, said that checks distributed in this area total $141,100. Payment is made in November to help customers get an early start on holiday purchases.

Over the state, the bank will distribute $53,300,000 to 422,000 participants in the biweekly savings plan.

Reed and Thomson said the Christmas Club is designed to help customers lay away funds for the holidays, also is used for a number of other purposes, including taxes, insurance payments and winter vacations.

They added that 1957 Christmas Club account books are available at the local branches.

Progress of S. D. Junior Theatre Reviewed By Peninsula Residents

The 50 mothers attending the November Booster Club meeting at Junior Theatre headquarters in Balboa Park, enjoyed interesting talks by four Junior Theatre enthusiasts who are responsible for directing its progress and who are all residents.

Richard F. Lustig of 3128 Kellogg St., president of Junior Theatre, spoke of its growth and presented plans for the future. Lustig's interest in live theatre stems from active participation and appearances with the Footlight Theatre, the Old Globe, and for the past five years with the La Jolla Playhouse. Last year he played the giant in the Junior Theatre production Jack and the Beanstalk. He has three teenage children, Nancy, Jeff and Stephen, who have all appeared in J. T. productions.

Mrs. Fraser Macpherson of 1921 Willow Lane, president for three years, reviewed the history and progress of Junior Theatre. For six years Mrs. Macpherson was largely responsible for its growth and personally directed many of its plays. Her latest accomplishment was playing the lead in "The Solid Gold Cadillac" for the Globe Theatre. She had many outstanding roles at the Old Globe.

Jack Harrington of 4417 Mentone and Mrs. Norman T. Hicks of 4383 Piedmont Dr., executive and assistant executive Directors, respectively, of Junior Theatre, spoke on the educational program. Harrington has been executive Director of Junior Theatre since March of 1954. Mrs. Harrington is an actress in her own right, having won the best actress award in San Diego County during 1954 One-Act Play Tournament.

Mrs. Norman T. Hicks, a 1952 speech major from State College, has been with Junior Theatre since January, 1952 and became its assistant executive director in 1953. Mrs. Hicks has a daughter, Elaine, a former Junior Theatre member.

Also attending the Booster meeting were two Executive Board members who are also area residents—Mrs. Ralph I. Clark of 869 San Antonio Place, vice president and production chairman; and Mrs. Charles L. Smith of 4549 Saratoga Ave., publicity chairman. Mrs. Clark's son Phil has appeared in many Junior Theatre productions, and is president of its Junior Board. Mrs. Smith's daughter, Bonnie Gaye, is also a member of the Junior Board.

Firemen's Ball At M. B. Saturday

Continuous entertainment, beginning at 8 p.m., will be featured at San Diego's annual Firemen's Ball, to be held Saturday evening, Nov. 17, at the Mission Beach Ballroom .

"The music that makes you want to dance," by Leighton Noble and his band, will start at 9 p.m., with the Blue Notes playing at 8 o'clock and at intermissions.

Tickets may be bought at any fire station or at the ticket office of the ballroom. Lieut. Bob Stephensen, ticket chairman, reports the advance sale of tickets promises a large crowd.

Gay Cowie, queen of the Firemen's Ball and also Miss San Diego, will act as official hostess.

HE'S ANGRY—Raymond Sparks, playing the part of Hiram, an honest farmer, denounces his daughter Nellie in a scene from "Gold in the Hills, or the Dead Sister's Secret." Left to right are Ann Morgan as Nellie; Porter G. Weaver as Richard Murgatroyd, the wicked city-slicker; Raymond Sparks as Hiram; Jean Naylor as Barbara, Nellie's sister; and Vivian H. Bresnehen as Lizzie the housekeeper. The melodrama will be presented Friday and Saturday at 8:30 p.m. in the Little Theatre at Cal Western Universiy.

20-30 CLUB—Oscar Knauer Jr., chairman (right) thanks Mayor Charles C. Dail for attending the joint dinner meeting of the Ocean Beach and Tijuana 20-30 Clubs Monday night in the Don Room of El Cortez Hotel. That's Bob Moore, co-chairman, in the middle.

O.B. Woman's Club Bazaar Scheduled

By MARIAN KRETTLER

This correspondent slipped a cog in giving the number where the bazaar of the local Woman's Club will be held Nov 17 and 18 at 1909 Cable St. from 10 a.m. to 2 p.m. In addition to usual offerings, there will be a white elephant table. Those gadgets you have grown weary of owning may prove to be treasures of a new owner. So—bring them to the bazaar.

Thursday's meeting of the Woman's Club witnessed the decision to remain in the Federation of Women's Clubs, a subject that has been considered, pro and con, for a long time.

Dispensing with the old custom of exchanging presents at the holiday season, it was decided that new toys should be brought to the December meeting, unwrapped, so that the organizations fostering the enterprise could see to what age and sex they should be distributed. Some of the members are going to have fun trying out those toys before they go to the ultimate owners.

Those who wish to enjoy the tour of the Lagunas on Nov. 30 are requested to arrive at the clubhouse by 9:15 a.m. Two dates are on the agenda for assisting with wrapping at the YMCA. These times will be announced later.

Business concluded, our Lorna Murt spoke on her wonderful trip to the famous Taj Mahal, the matchless tomb that the Shah built for his beautiful wife. Ageman. Illustrating her talk with slides, she related the tale of an endless love that did not terminate with death.

Ms. Laubaugh and Mrs. Terhorst presided at tea hour, the table beautifully decorated with fruits of the harvest time.

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— also —
DANA ANDREWS — JOAN FONTAINE
— in —
"Beyond a Reasonable Doubt"
SUNDAY — MONDAY — TUESDAY
WILLIAM HOLDEN — MAGGIE McNAMARA
— in —
"THE MOON IS BLUE"
— also —
GARY COOPER — GRACE KELLY
— in —
"HIGH NOON"
SATURDAY JUNIOR MATINEE 1:00
MICKEY ROONEY in
"SOUND OFF"
— also —
"PILLARS OF THE SKY"
— plus —
4 — CARTOONS — 4

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20 volume Home Illustrated ENCYCLOPEDIA set for pennies a week, 11th volume 99¢
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AD LIBS

By ADALINE DUDLEY

AC-2-5709

TEENAGER'S MOTHER

The harried mother had promised the Scout leader she would help with transporting the troop to the desert for a 2-day camping trip.

Late the night before the scheduled departure, the telephone's shrill ring roused the family, and she heard her husband say "Twenty to seven? Okay, I'll tell her."

"If that was the Scouts wanting to leave here at 20 minutes to seven in the morning, they've got another think coming," she blared as her husband hung up the phone. "I'm not leaving here before noon."

"Simmer down, driver," said friend husband. "That was a report on the Point Loma-Hoover game. We won 20-7."

ONE-YEAR OLD SMOKEY

Smokey, a one-year old Norwegian elkhound, just flew in from Des Moines to join his master, 5-year old John Siever, of 665 Albion St.

The dog, a brown and black husky type dog, was a Christmas gift last year. John and his family had arrived several weeks before and bought a home before sending for Smokey.

"I was beginning to worry that he wouldn't get here in time for his birthday," said John.

Mr. Siever, contracts manager for a local aircraft company, was transferred to San Diego. The family, which also includes Mrs. Siever and daughters, Jane, 8 and Julie, 7, are enthusiastic ice skaters.

"We keep from getting homesick by ice skating once a week," Mrs. Siever said.

LAST STRAW

"This is Marilyn Monroe and this is Lana Turner," the teacher said to the principal, as she introduced her newest pupils.

The principal's poise and dignity remianed in top form, as she graciously acknowledged the introductions.

Later the teacher said, "I could have reminded you at the time that I also have Henry Clay in my class."

AY, THERE'S THE RUB

"You don't look well, Johnny. Are you feeling all right?" asked one of the local teachers.

"I'm sick," he replied.

"Where do you hurt?" she asked.

"All over," said Johnny. "I had to take a bath this morning."

Church Announces Holiday Tea Sat.

A Silver Holiday Tea will be held Saturday, Nov. 17, from 1 to 5 p.m. at the Westminster Presbyterian Church at Talbot and Canon Rd., it was announced.

Sponsored by the Women's Association, the tea will offer refreshments and favors for all. Admission is a silver offering.

Booths stocked with Christmas gift items, cards and wrappings will be featured. Also, Santa's kitchen will offer homemade cakes, cookies, cinnamon rolls

BRIDGE SCORES

Ocean Beach Community Center bridge scores for Nov. 7 were as follows: High Over-All North South: Mr. and Mrs. Walter Gerber; 2—Mr. and Mrs. Philip Shunk; 3—Stella Christy, Alma Beach. East-West: Mr. and Mrs. John Mulvae; 2—Cathy Morrison, Roy Sites; 3—Mr. and Mrs. James Oliver.

From San Francisco come Mr. and Mrs. Richard Mainland and their 2 daughters, Kristine, 5 and Elizabeth, 3. Mr. Mainland is an electronic scientist. They hope to make San Diego their permanent home. At present they are renting a home in the 3000 block of Jarvis St.

Classified ads—they satisfy!

MAXINE'S BEAUTY SALON

4150 VOLTAIRE ST.

THANKSGIVING SPECIAL!

15.00 Cold Wave 8.50

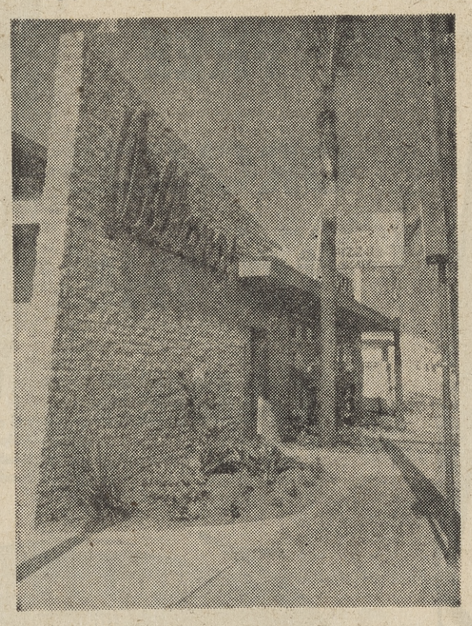
Includes: Shampoo, Set, Hair Cut

Phone AC-2-8680 For Appointment

Closed Mondays

VILLANO'S Pizza Palace

1956 BACON STREET at SANTA MONICA OCEAN BEACH



NOW OPEN FOR YOUR EATING PLEASURE

Dining Room

Open Daily From 11:30 a.m.

Cocktail Lounge

Open Daily 6:30 a.m. - 2 a.m.

Banquet Room

Call AC-3-3313 for Reservations

Villano's $100,000 completely modern Italian Restaurant is known throughout Southern California for the epitome in all Italian dishes. The Villano famliy offer tempting Pizza, Steaks, Chicken and a variety of Southern Italian Dishes.

Cocktails and fine wines served.

DAWSON'S TELEVISION AND APPLIANCES

End of the Year SALE

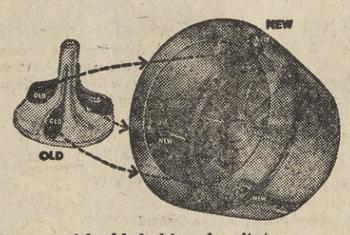
Westinghouse Laundromat 25

Power Packed Drive guaranteed for 5 years

Now... $179.95

ONLY $1.99 A WEEK after small down payment

- FULLY AUTOMATIC • ONLY 25" WIDE
- WASHES FULL FAMILY-SIZE LOAD
- NEW WAY TO WASH



Tests proved it! Now you can prove it to yourself. The new Westinghouse Laundromat® 25 washes clothes cleaner, yet uses less water than other automatics. This new Laundromat washes a full-size load *automatically*...with the exclusive Westinghouse New Way to Wash principle that does away with old-fashioned agitator-type washing. Clothes come out cleaner, brighter, every single time! You can use it as a PORTABLE, or it can be BUILT IN!

YOU CAN BE SURE...IF IT'S Westinghouse

4940 NEWPORT AVE.

TELEPHONE AC-3-1614

OPEN FRIDAY EVENINGS UNTIL 9

DAWSON'S TELEVISION AND APPLIANCES

RANCHO MARKET BASKET

4967 Newport Ave. Ocean Beach

What's Turkey without the Trimmin' ?... yams, jams, cranberry sauce, garden crisp vegetables, and all the rest including lucious fruit cakes, to make up a tempting Thanksgiving Dinner ... and at juicy savings. Stock up this week-end for all your Holiday Needs.

Shop These Thrifty Week-end Specials!

VOWLES TOM TURKEYS lb. 39¢

R. M. B. FRANKS ALL MEAT lb. 39¢

EXTRA FANCY CARROTS 2 lbs. 9¢

FANCY NEW CROP ARIZONA GRAPEFRUIT 4 for 25¢

DEL MONTE CREAM STYLE CORN 303 CANS 2 for 27¢

LARGE GRADE A EGGS doz. 49¢

NOW OPEN SUNDAYS 10 a.m. to 6 p. m. --- Daily 8 a. m. to 7 p. m.
Friday & Saturday, 8 a.m. to 8 p.m.

RANCHO MARKET BASKETS

WE GIVE ACTION STAMPS!

4967 NEWPORT AVE. OCEAN BEACH

AMAZING TRADE-IN OFFER!

Bob Horn Television CARLOAD SALE of NEW RCA VICTOR TELEVISIONS!

BUY WITH CONFIDENCE
FROM PENINSULA AREA'S LARGEST, MOST COMPLETE TV STORE!

The Money You Will Save on these TV offers will Stretch Your Christmas Shopping Dollars Farther!

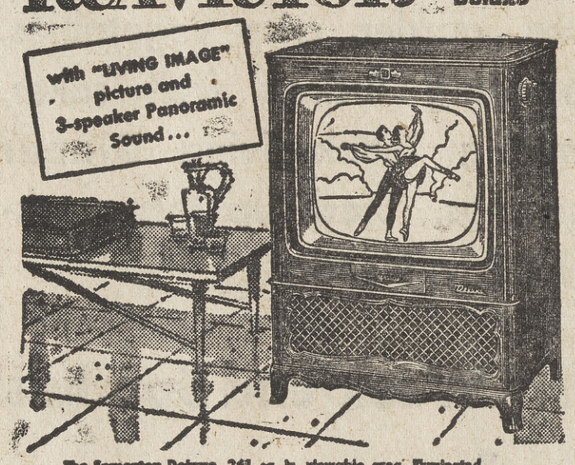
ACT NOW! TODAY!

your old TV is worth big money on

new RCA VICTOR TV

You'll say we're crazy when you see how much we'll give you for your old TV when you buy new RCA Victor TV! But to cash in, you must act now! Call in—come in—get here any way you can—but don't miss out on our greatest trade-in deals in years!

RCA VICTOR TELEVISION Deluxe



The Somerton Deluxe. 261 sq. in. viewable area. Illuminated "Front Window" VHF Channel Indicator. Model 21D747. 379.50

. . . accents the modern motif

. . . highlights the traditional setting!

The new RCA Victor *Somerton Deluxe* has a beautiful Provincial cabinet in genuine maple veneers and solids. *But you get more than beauty!* You get new "Living Image" picture—clear, bright and steady. You hear 3-speaker Panoramic Sound. See us today . . . see how luxurious TV *can* be!

RCA VICTOR FIRST CHOICE in TV

Ask about the exclusive RCA Victor Factory Service Contract

FOR UHF—New High Speed UHF tuning covers 70 UHF channels in 2½ seconds! Optional, extra, at low cost.

Your present TV may be worth $50...$100...$150 or more toward a new BIG COLOR TV by RCA VICTOR

BIG COLOR Prices start at 495.00

The Stanwyck. Balanced Fidelity Sound. Mahogany grained or limed oak grained finishes. Model 21CT78. only 575.00

FIRST CHOICE IN TV

The Aldrich. Lowest priced Big Color TV. Mahogany grained or limed oak grained finishes. Model 21CS781. 495.00

The Westcott. Mahogany grained or limed oak grained finishes. Model 21CT785. 625.00

The Asbury Deluxe. Big Color lowboy! 3-speaker Panoramic Sound. Mahogany, walnut or blond tropical hardwood finishes. Model 21CD791. 750.00

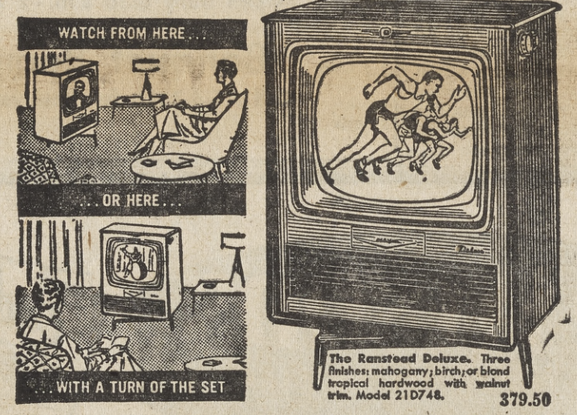
The Strathmore Deluxe. French walnut or bleached birch finishes. Model 21CD795. 795.00

The Wingate Deluxe. Big Color lowboy with 3 speakers! French walnut or maple finishes. Model 21CD799. 850.00

FREE ORCHIDS TO THE LADIES

RCA Victor Teletimer 21. New clock-TV turns itself on or off at pre-set time! 261 sq. in. of viewable "All-Clear" picture. Mahog. grained finish. Limed oak grained finish, extra. Model 21T639. 339.95

All you do is aim it! This new RCA VICTOR Television Deluxe Swivels to face you



The Ranstead Deluxe. Three finishes: mahogany, birch, or blond tropical hardwood with walnut trim. Model 21D748. 379.50

Choose from a variety of fine finishes, including a two-tone combination!

THE RANSTEAD DELUXE swivels to face you! Enjoy 261 sq. in. viewable "Living Image" picture with Automatic Quality Guard for brightest, clearest, steadiest pictures. Rich 3-speaker Panoramic Sound, too. Come in—see, hear, try it today!

RCA VICTOR FIRST CHOICE IN TELEVISION

UHF — Optional, extra, at low cost.

3-SPEAKER PANORAMIC SOUND—adds amazing realism to everything!

"LIVING IMAGE" PICTURE—Clear, bright, steady pictures!

TV you can take with you—anywhere

new RCA VICTOR "Personal" TV

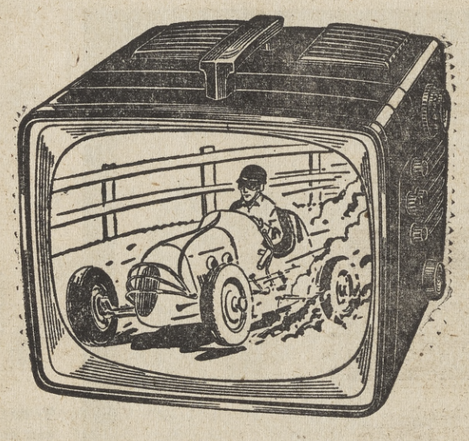
—the smartest, smallest TV ever built!

RCA Victor's new "*Personal*" TV is only 9½" wide, 8⅛" high (without stand), 12⅞" long! Telescoping antenna helps bring clear, steady pictures. Ebony, red, gray or ivory textured finishes. Come in today!

only 129.50 easy credit terms

"Personal" TV. Tilts up and down on removable stand for easy viewing. Model 8PT703.

Ask about the exclusive RCA Victor Factory Service Contract



RCA Victor Sportster. Low-priced portable TV! Enjoy a wonderful show wherever you go. Plugs into AC outlet. 108 sq. in. of viewable "Living Image" picture. "High-Sharp-and-Easy" tuning controls are on the side of the cabinet for easy operation. Smartly styled in lustrous ebony finish. Model 14S705. 134.95

Trade in today... enjoy spectacular new Big Color TV at sensationally low cost!

Your present TV will never be worth more than it is right now! So trade in and start to enjoy all the coming colorcasts — spectaculars, dramas, musicals, children's shows in *color!* All Big Color sets bring you *254 sq. in. of viewable "Living Color" picture.* Each is dependable and easy to tune!

Come in—pick out the set you'd like—get a huge allowance for your present TV—now!

FOR UHF: UHF-VHF tuner optional, extra.

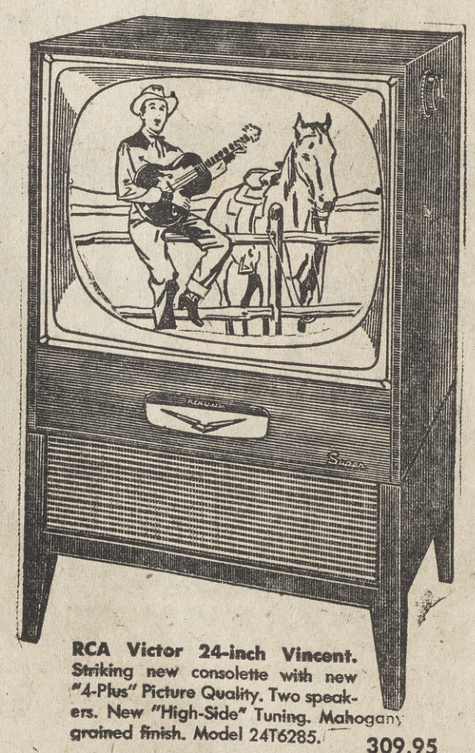
BLACK-AND-WHITE COLOR

Each RCA Victor Big Color TV receives *both* color and black-and-white shows —that's why it's *Compatible* Color TV! It's like having 2 sets in 1!

Symbol of RCA Victor Compatible Color TV

Easy Credit Terms—Trade in Today!

Ask about the exclusive RCA Victor Factory Service Contract



RCA Victor 24-inch Vincent. Striking new consolette with new "4-Plus" Picture Quality. Two speakers. New "High-Side" Tuning. Mahogany grained finish. Model 24T6285. 309.95

ALSO GIANT BARGAINS IN USED TELEVISION SETS!

BOB HORN TELEVISION

PENINSULA AREA'S LARGEST AND MOST COMPLETE SALES AND SERVICE

1865 Sunset Cliffs Blvd., off Newport AC-3-7139

Peninsula PERSONALITIES

A white Christmas will be missed this year by a newcomer family, from Denver. "But that's the only thing we'll miss," said Mr. and Mrs. Dudley L. Garrett, who have rented a house in the 4700 block of Santa Cruz They have two sons, David, 16 and Allen, 12.

Enjoying living in Ocean Beach are Mr. and Mrs. William Key and their daughter, Katherine, 6, who are at home now in the 4300 block of Narragansett Ave. They formerly lived at 2624 India St.

From Chicago come Mr. and Mrs. Joseph J. Kayda, who have bought a home in the 3700 block of Narragansett Ave. They have two daughers, Geraldine, 16, and Judith, 13.

Mrs. Anne McCreary and her daughter, Mrs. Rita Lavigne, have bought a duplex in the 4700 block of Long Branch Ave. Mrs. McCready is a former executive housekeeper for several large hotels in Miami. She has worked with large staffs for many years, directing the housekeeping of hotels. Mrs. Lavigne has a daughter, Jeannette, 15.

Even though they moved away form the beach, they still have a view of the ocean. That's Mr. and Mrs. W. A. Nichols, of 5076 Santa Monica, who moved to the 4500 block of Coronado Ave. They have a son, Roderick, 10.

From Glendale come Mr. and Mrs. A. E. Gard and their daughter, Christine, 10. They have taken a house in the 4800 block of Pescadero. Mr. Gard is with an electronics communications laboratory company.

Mr. and Mrs. W. E. Mayo, of Claremont, Calif., moved into their home in the 4500 block of Del Mar Ave. They have three children, Valerie, 4; Catherine, 3; and Eddie, 1. Mr. Mayo, a carpenter, attends law school at night.

"My husband has always wanted to live near the water," said Mrs. L. R. McPhie, who reports their new home is in the 4600 block of Granger St. They have children, Larry, 6; Janet, 3 and Mary Louise, 2. Mr. McPhie is employed by the sheriff's office.

Cpl. (USMC) and Mrs. A. T. Hall, of Jackson, Mich., are at home now in the 1700 block of Sunset Cliffs Blvd.

Mr. and Mrs. William Fox, of 1689 Froude St., have moved into their new Fleetridge home in the 1500 block of Garrison Pl. They have a son, Billy, 3. Mr. Fox is sales manager for a local TV channel.

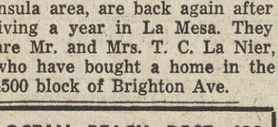
A Navy family from Los Angeles has taken an apartment recently in the 1700 block of Sunset Cliffs Blvd. They are Mr. and Mrs. J. L. McAdoo, who already have made a good start at getting acquainted in the neighborhood.

Former residents of the Peninsula area, are back again after living a year in La Mesa. They are Mr. and Mrs. T. C. La Nier, who have bought a home in the 4500 block of Brighton Ave.

OCEAN BEACH POST 433
THE AMERICAN LEGION
Moose Hall, 5019 Newport
2nd & 4th Thursdays
All Veterans Invited

GLADYS BOWEN
Dance Studios
Private and Class
Ballroom Dancing
2195 Chatsworth
Boulevard
Phone AC-2-8400

TRY IT—YOU WILL LIKE IT
MADELINE'S
DINING ROOM
AT THE MARLIN INN



HUB MISHLER
Office AC-3-8123 Home
2090 Sunset Cliffs Blvd.

Liquor Sale!
Vodkoff Vodka (4.00 Value) ..... 2.98 fifth
Blue Line Gin (4.00 Value) ..... 2.98 fifth
Kentucky Bourbon—7 yr. old 8.68 Pr., $6 Val. 3.79 fifth
100 proof Govt. Bond (6.00 Value) ..... 3.99 fifth
Imported Scotch (6.25 Value) ..... 4.89 fifth
Chilled Champagne or Sparkling Burgundy (4.00 Value) ..... 1.99 fifth
BOTTLE BARN AC-2-0023
2810 Lytton Street

FERGUSON'S "Superette" 3430 Midway Drive

YOU

Save More

Low, Low Prices Plus S&H Green Stamps

THURSDAY, FRIDAY, SATURDAY SPECIALS . . . MIDWAY DRIVE SUPERETTEE ONLY!

We Reserve the Right To Limit Quantities!

ARMOUR STAR
SMOKED HAMS
SHANK END
49¢ lb.
WHOLE OR BUTT HALF
lb. 59c

CHEDDAR CHEESE WISCONSIN SHARP ..... lb. 59¢
YAMS PRINCELLA ..... No. 2½ can 4 for $1
RIPE OLIVES GIFFORD'S MEDIUM PITTED ..... No. 1 can 29¢
ORANGES SWEET, JUICE SIZE ..... each 1¢
BANANAS GOLDEN RIPE ..... 2 lbs. 25¢

SWIFT'S PREMIUM
FRYERS CUT UP, PAN READY ..... lb. 39¢

ARMOUR STAR
BACON SLICED ..... lb. 49¢

RESERVE YOUR HOLIDAY POULTRY AT ONCE!
First Quality! Low Prices!

This amazing Goodwill offer Ends Nov. 24

Beautiful . . Vogue . . Ultra-Modern Waterless Cookware . . Extra-Heavyweight Aluminum Featuring the Distinctive "Copper-Hue" Covers

The beautiful anodized "Copper-Hue" aluminum covers gleam like jewels . . . and are stain and scratch-resistant.

A ONCE-IN-A-LIFETIME OPPORTUNITY!

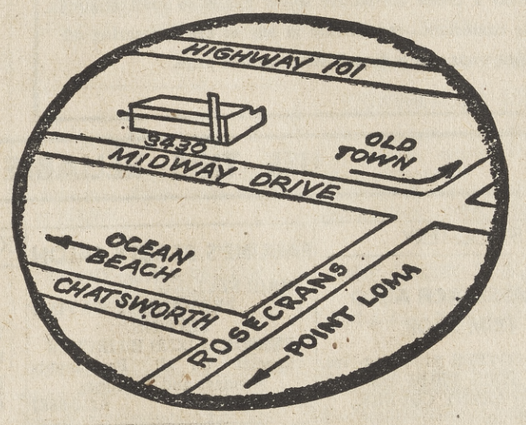
HERE'S ALL YOU DO—
It's so easy! Simply save the cash register receipts from every purchase you make in our store. With only $5.00 in receipts, you can take home any of these utensils of terrific bargain prices. It is our way of saying, "Thank you! We appreciate your patronage."

Treat your family to foods cooked the Delicious and Healthful WATERLESS WAY!

- Precious minerals and vitamins are preserved.
- Foods cook in their own rich, delicious natural juices.
- Save fuel! Only "LOW-HEAT" is needed to cook.
- Food shrinkage is reduced—save on meat and grocery bills.
- Less work—no "pot watching" required.

START COLLECTING VOGUE COOKWARE FOR A BETTER THANKSGIVING FEAST!

HOW TO GET THERE



WATCH THE SAN DIEGO PAPERS MONDAY AND TUESDAY FOR OUR THANKSGIVING ADVERTISEMENT.

FERGUSON'S

WE GIVE S&H GREEN STAMPS

3430 Midway Drive

SINCE 1938 . . . SERVING YOU THE FINEST FOODS

Penwomen Meet Next Tuesday

Ernie Rydberg, Peninsula resident and author of children's books and short stories, will conduct this month's workshop of the O. B. branch, League of American Penwomen.

The group, under leadership of Mrs. Albert Munchiando, president, will meet at the Rydberg home, 1837 Chatsworth Blvd., at 7:30 p.m. Tuesday, Nov. 20. Mrs. Rydberg, founding president, will serve as hostess. Persons interested in joining the group may contact Mrs. Munchiando at AC-2-8463.

Silver Gate PTA

The November meeting of Silver Gate Parent Teacher Association will be held Tuesday, Nov. 20 at 7:30 p.m. in the Silver Gate School Auditorium.

Mrs. Marilyn Donnelly, of the San Diego Police Department, will speak on the subject, "Safety-Protection—Dividends of a Good Investment." Her subject concerns juvenile delinquency.

The third and fourth grade mothers will be hostesses. Mrs. John Landis and Mrs. Everett G. Conklin are in charge.

The president, Mrs. Charles Underwood, will conduct a short business meeting preecding the program.

SIXTH CHURCH of CHRIST, SCIENTIST
2340 Chatsworth Blvd.
San Diego. Calif.
Sunday Services 11:00 a.m.
Sunday School 9:30 & 11 a.m.
Wednesday 8 p.m.
Reading Room 12 noon to 4:30 except Sundays and Holidays.
You are welcome at the services and to use the reading room.

Ocean Beach PTA

"Do Fathers Really Care?" was the topic of a talk by Dr. Will Kidwell, Tuesday, at a meeting of the Ocean Beach PTA.

Dr. Kidwell is director of placement at San Diego State College. The program also included songs by the Stockton Elementary School Chorus. Mrs. Diana Quint directed.

Announcement of a bake sale in December will be made soon, according to the executive board.

GEORGE DEWEY

"Science In The Elementary School" will be the subject discussed by Don Chamberlain at the Nov. 15 meeting of the George Dewey PTA at 8 p.m. The school will hold "Open House" from 7 to 8 the same evening. Fourth grade mothers will be hostesses.

PLAN ANNIVERSARY DANCE

Committee chairmen of Point Loma Council 3947, Knights of Columbus, met recently to make plans for the annual Anniversary Dinner Dance.

This will be held at El Cortez Hotel Saturday, Feb. 2.

Present at the meeting were Ralph Mazela, Charles Carl, Al Seifert, George Tasch, Ben Shedoudy, Ed Hawkins and Lloyd Rademaker.

Cabrillo PTA

Mrs. Martha McIntosh, assistant superintendent in charge of elementary education in the San Diego City Schools, will talk on "Your Children and Your School" at the monthly meeting of Cabrillo PTA Tuesday, Nov. 20 at 7:30 p.m. in the school auditorium.

Members of the Sixth Grade Chorus will sing and sixth grade room mothers, headed by Mrs. Edward Platt, will be hostesses.

Fior's Fine Candies
Thanksgiving Special

1 POUND FAMILY BOX
Finest Home Made Assorted Chocolates.....lb. $1.00
CHOCOLATE TURKEYS....29c each
Fior's 1876 BACON ST. OCEAN BEACH
SECOND GENERATION OF CANDY MAKERS

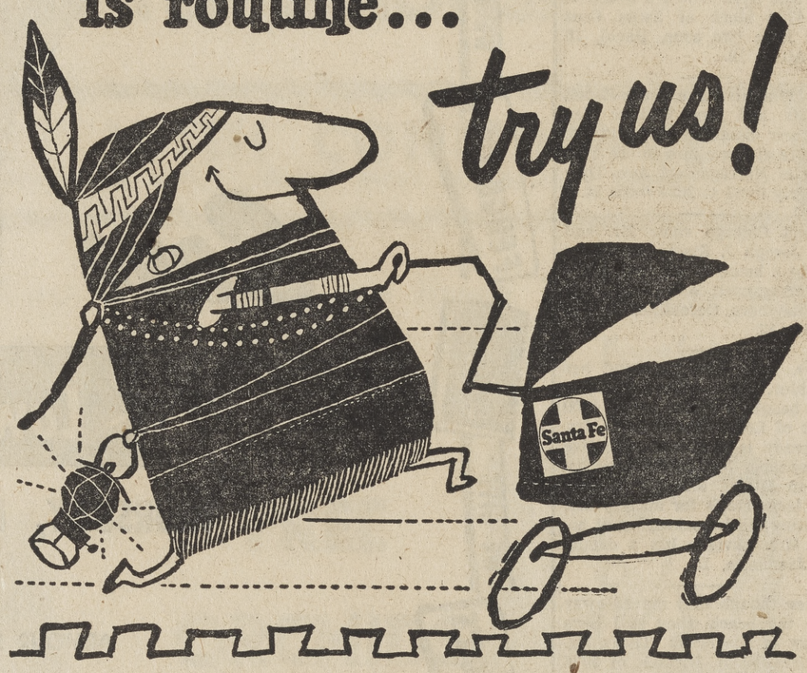
WE SPECIALIZE IN CAREFUL LUBRICATION
Myers & Stuart Mobile Service
INDEPENDENT DEALERS
— We Give S & H Green Stamps —
Newport at Cable Telephone AC-3-7008

Ocean Beach First Baptist Church
SUNSET CLIFFS & SANTA MONICA AVE.
REVEREND ALLEN NEWMAN, MINISTER
9:45 a. m. — Bible School.
8:30 and 11 a. m. — Morning Worship.
6:30 p. m. — Training Union.
7:30 p. m. — Evening Worship.
Prayer and Bible Study Wednesday, 7:30 p. m.

FREE CHRISTMAS ELECTRIC AND HOME APPLIANCE SHOW
Open 6 p.m.-10:30 p.m. November 23
1 p.m.-10:30 p.m. Daily through Nov. 28
NOV. 23 THRU 28
ELECTRIC BUILDING
BALBOA PARK
BUREAU OF HOME APPLIANCES OF SAN DIEGO COUNTY

ORDER OF EASTERN STAR

Point Loma Chapter 490, Order of Eastern Star, will meet Monday, Nov. 19, at 8 p.m. in the Masonic Temple on Sunset Cliffs Blvd. It will be Farewell Night in honor of retiring officers of 1956. Joye Mason will be chairman of the evening, with hostesses. Presiding in the East will be Mrs. William Graham, worthy patron and Todd Leber, worthy patron.

Careful Freight Handling is routine... try us!


Santa Fe
For Details, Just Contact Any Santa Fe Freight Traffic Office

Rules of the Booster Slogan Contest

1. Any person is eligible except members of families or employees of the Peninsula News.
2. Locate the "Hidden" Word found in each column. These words will be changed into a new location somewhere among the ads each week. Work from left to right. (Line does not necessarily have to rhyme.)
3. Write your line along the same theme as the words compiled. Bring or mail to the Peninsula News ofice.
4. The Peninsula News will have your entry impartially judged and awarded a Credit Certificate worth $12.00 to the winning contestant.
5. Any contestant may submit more than one line, if desired.
6. This contest closes at 5 p.m. Mondays. All entries must be in the office by that time.
7. In case of ties, identical prizes will be awarded to all tying contestants. The decision of the judges will be final.

Booster Slogan Contest

$312.00

IN MERCHANDISE AND SERVICE

WITH THE SPONSORING ADVERTISER OF YOUR CHOICE

Print or Plainly Write the Hidden "BOOSTER SLOGAN" Here:

Write Your Line Here

Name..... Phone.....

Address..... Occupation.....

Bring or mail this coupon or duplicate on plain paper or post card to the Peninsula News, 1920 Bacon Street, San Diego 7, California. A $12.00 certificate will be awarded best judged entry.

SAVE TIME AND MONEY SHOPPING IN THE PENINSULA AREA

The Peninsula News will award each week for the next 26 weeks a credit certificate worth $12.00 to each eligible winnig contestant—redeemable at any of the sponsoring advertisers whose ad is found listed on this page.

"ENJOY THE FRUITS OF LOCAL HARVEST"

You can have fun and become better acquainted with local advertisers and their ads by participating in our "BOOSTER SLOGAN" Contest. In each column can be found a "Hidden" Word — combine them and you have our slogan for this week — Write a brief paraphrase along the same theme as the slogan — it does not necessarily have to rhyme but must always lend to the advantages of local shopping.

EXAMPLE—"Many More Reasons Why Local Trading is Best,
Get Shopping Done with Time to Rest."

Copyright 1956 W. J. Rankin

LAST WEEK'S WINNER:
MRS. IRENE WISWELL
4479 Mentone St.
"Local stores have items for adult to tot,
And buying from them improves your own,
And the community's lot."

USE THIS RELIABLE DIRECTORY AND PATRONIZE THE MERCHANTS AND SERVICES FOUND LISTED BELOW

AUTO UPHOLSTERY

OCEAN BEACH AUTO TRIM SHOP
SEAT COVERS $13.95 up Ins.
AUTO TOPS, $29.95 Ins.
TRANSPARENT COVERS, $19.95 up.
4842 Newport AC-3-9797

BAKERIES

NEWPORT PASTRY SHOP
Saturday's Specials!
ORANGE CHIFFON CAKE and OLD FASHIONED LEMON CAKE
4953 Newport AC-3-3556

BEAUTY SALONS

the COIF
Remember to put your best beauty forward with your hair cut styled just-for-you!
1424 Sunset Cliffs AC-3-5523

ELIZABETH'S HAIR STYLING
"A TOUCH OF GENIUS"
ELIZABETH
EUNICE
ELOISE
4030 Wabaska Dr. (off Voltaire)
New Phone No. AC-2-7781

to

JOSEPH'S HAIR STYLING
HAIR CUTTING
PERMANENT WAVING
TINTING
"Individual Hair Designing"
1176 Rosecrans (Point Loma) AC-3-1801

PAULINE'S BEAUTY SALON
HAIR STYLING
PERMANENT WAVING
TINTING
PERSONALIZED HAIRCUTS
Special on all Permanents Mondays and Tuesdays.
5005 Niagara AC-2-8687

CAFE

merit

LOMA RESTAURANT
Popular Downtown Ocean Beach Eating Place
SPECIALIZING IN SPENCER & SIZZLING STEAKS
Merchants Lunch — Dinners
4853 Newport AC-2-2548
(Next to post office)

MARTHA'S CAFE AND FOUNTAIN
"DELICIOUS HOME COOKED MEALS"
Luncheon and dinners—Home Made Pies — Carnation Hand Packed Ice Cream.
2218 Cable

NINA'S CAFE
"JUST GOOD HOME COOKED FOOD"
Open 5 A.M., Close 7 P.M.
Closed Sundays
4855 Voltaire AC-3-1385

CHILDREN'S WEAR

MARY MONROE
Make this your back to school Headquarters — Quality Clothing for Boys to 12 — Girls to 14
4996 Newport AC-2-7110

TOTS AND TEENS
FINE QUALITY CLOTHING
Infants thru Sub-teens
Boys — Girls
4683 Pt. Loma Ave. AC-2-5009

CLEANERS

OCEAN BEACH CLEANERS
Pressing while you wait.
4 Hour SPECIAL SERVICE
4852 Voltaire St. AC-3-1573

COCKTAIL LOUNGE

PACIFIC SHORES
THE PENINSULA'S FINEST COCKTAIL LOUNGE with the pleasant atmosphere you can enjoy. Hors D'Oeuvres Served 4 to 6 p.m.
4927 Newport AC-3-7549

CURTAINS & DRAPERIES

JONIAUX CURTAINS DRAPERIES
READY MADE
CURTAINS — BEDSPREADS
RODS — DRAPERIES
SHADES — VENETIAN
BLINDS — ACCESSORIES
CUSTOM MADE DRAPERIES and SLIP COVERS
1851 Bacon AC-3-5465

ELECTRIC CONTRACTOR

SCOTCH ELECTRIC
MAINTENANCE — REPAIR
CONTRACTING
"Serving the Peninsula Area"
3020 Midway Dr. AC-3-8101

C. O. CARL AND SONS
WIRING FIXTURES REPAIRING
Quality work our Specialty
32 years servicing the Peninsula area.
2223 Bacon AC-3-1919

your

FURNITURE NEW & USED

BACON STREET FURNITURE
New and Used Furniture
Upholstery Television Appliances
See our new "KARPET SQUARES" New idea for forgotten rooms.
1884 Bacon AC-3-5071

GARAGES & SERVICE STATIONS

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BOECHE'S SERVICE
MOTOR OVERHAUL
Brakes Relined — Welding
Hydramatic a Specialty
MOBILE SERVICE
4605 Voltaire AC-3-1447

H. E. MOORE
Complete Car Servicing
Serving Pt. Loma Area since 1928. "We are as near as your phone"
S & H GREEN STAMPS
2918 Lytton (Loma Portal) AC-3-5331

GIFTS — UNIQUE IMPORTS

VERN'S IMPORTS
Native Hand Crafted Giftwares from Many Lands.
Featuring the Finest From Guatamela
1862 Bacon AC-2-4125
(La Plaza Shopping Center)

HARDWARE

SCHOEN'S HARDWARE
HOUSEWARES — GIFTS
TOYS
4827 Newport AC-2-8091

OCEAN BEACH PAINT & HARDWARE
"The Old Fashioned Hardware Store"
Free Delivery
1926 Bacon AC-3-3083

ICE CREAM

KORNER MALT
OUR OWN ICE CREAM
Hand Packed — Ready Packed
FOUNTAIN GRILL SANDWICHES
Miss Saylor's Chocolates and Famous Coffeetts
4902 Newport AC-3-8201

INSURANCE

Jos. L. RICHARDSON Co.
Complete INSURANCE Service
1859 Cable AC-3-3679

these

LADIES' READY-TO-WEAR

MODE O'DAY
DRESSES — LINGERIE
BLOUSES — HOSIERY
4971 Newport AC-2-4363

LAUNDRY & DRY CLEANING

PACIFIC SERVICES
LAUNDRY & DRY CLEANING
4-Hr. Service
Expert Alterations
Quality Shoe Repair
1910 Rosecrans AC-2-6060
(Near Gate 6 NTC)

MARKETS

PESKIN'S SUPERETTE MARKET
Your Friendly Neighborhood Grocer
COMPLETE MARKET SERVICE
Finest Quality Meats, Lowest Prices · Frozen Foods Household Necessities · Magazines
4705 Pt. Loma Ave, Corner Ebers

MEN'S STORE

ART'S STORE FOR MEN
Visit our Newly Enlarged Store
Complete lines of Quality Men's Wear. OUR PRICES WILL PLEASE.
4920 Newport AC-3-8408

MOVING & STORAGE

B & K TRANSFER & STORAGE
Local and Long Distant Moving
STORAGE PACKING
SHIPPING CRATING
"Fast Careful Service For Those Who Care"
1930 Bacon AC-3-9008
Phone Anytime

NURSERY

BLUE PACIFIC NURSERY
Serving the entire Beach Area.
Garden Tools · Shrubs
Shrubs · Fertilizer · Insecticides
Licensed Landscaping Services
We Give Action Stamps.
Free Delivery
4850 Newport AC-2-1151

PLUMBING

DAY AND NIGHT PLUMBERS
PLUMBING · HEATING
REPAIRS · DISPOSALS
AUTOMATIC WATER HEATERS
3006 Barnet (Loma Portal) AC-3-8198

DUDLEY PLUMBING & HARDWARE
24-HR. PLUMBING REPAIR SERVICE
Boysen Color Paints
Do It Yourself Headquarters
Or we will do it for you.
5029 Newport AC-3-3154

MICHAEL DE STOUT
REPAIRS AND REMODELING
Serving Pt. Loma, Loma Portal, Ocean Beach
Residential Commercial Industrial
Free Estimates
2801 Carleton St. (Pt. Loma) AC-3-1657

RESTAURANTS

VILLANO'S PIZZA PALACE and COCKTAIL LOUNGE
"The Original from Naples, Italy"
Pizza - Ravioli - Spaghetti - Steaks
Catering to Parties in our Banquet Room.
FOOD TO GO!
1956 Bacon St. Phone AC-3-3313

firms

WILEY'S
GOOD FOOD
DRAUGHT BEER
5023 Newport Ave. AC-3-9371

SELF SERVICE LAUNDRY

OCEAN BEACH LAUDROMAT
Let us Wash those
• SHAG RUGS
• PILLOWS
• COMFORTS
We give Faded Spreads and Rugs a New Look with Coldye.
1877 Cable St. AC-3-1165
Across from Safeway

OCEAN BEACH SELF SERVICE
CAREFUL DRY CLEANING & FINISH LAUNDRY
Expert Dyeing of Coldye Basic Shades
Rugs Washed, Dried and Dyed Any Size.
1959 Abbott AC-3-0681

earnestly

SEWING CENTER

BROTHER'S
SEWING & KNITTING CENTER
REPAIRS - SALES - RENTALS
All Machines
Budget Terms — Budget Prices!
New Machines as low as 59.95
Free Home Demonstration!
1911 Cable St. AC-3-5253

SHOE REPAIR

WOOD'S SHOE SERVICE
Invisible Soling
Orthopedic Work Our Specialty
We Give Action Stamps
4979 Newport AC-2-0165

TELEVISION & APPLIANCES

BAY TV
SALES SERVICE RENTALS
5 Tube Packard Bell Radio
Ebony, $12.95. Open Evenings.
4824 Newport AC-2-8447

TELEVISION SALES & SERVICE

BOB HORN TELEVISION
Now at our attractive new location
SEE THE HOFFMAN PORTABLE $129.95
Pt. Loma's Largest and most complete Sales and Service.
1865 Sunset Cliffs Blvd.
AC-3-7139

TELEVISION SERVICE

ACADEMY TV
Open 12 to 9 p.m. daily.
SERVICE FOR ALL MAKES TELEVISION HOME & AUTO RADIO. No extra charge for evening or Sunday service.
4145 Voltaire AC-3-6046

AMERICAN TEL-E-RAY LABS
CONVENIENT DOWNTOWN OCEAN BEACH REPAIR SERVICE PROMPT · DEPENDABLE SERVICE · ALL MAKES
1859 Bacon AC-3-9951

VARIETY STORE

HOMER'S VARIETY
Parking in rear of store
SELF SERVICE
Use back door until 5:30 p.m.
4871 Newport

strive

WELDING

B & G WELDING WORKS
PORTABLE SERVICE & SHOP
AUTOMOTIVE & GENERAL
4286 Midway Drive AC-3-1649
¼ mile north Midway Drive Inn

WATER SOFTENERS

BRUNER WATER SOFTENERS
Complete Line
Priced from $199.00
Manuals to fully automatic.
Engineering that's years ahead.
DUDLEY'S PLUMBING & HARDWARE
5029 Newport AC-3-7468

Legal Notices

CERTIFICATE OF PARTNERSHIP
FICTITIOUS NAME
No. 21954

State of California,
County of San Diego, ss.

We hereby certify that we are partners transacting business at 3256 Rosecrans, San Diego in the State of California, under a designation not showing the names of the persons interested as partners in such business, to-wit:
ASSOCIATED LANDSCAPE ARCHITECTS
The names of the partners are:
Fred Akers, residing at 4530 52nd Street, San Diego, Calif.
Richard A. Wilson, residing at 2614 Fairfield Street, San Diego, Calif.
Russell Wilson, residing at 4850 Newport Avenue, San Diego, Calif.
WITNESS our hands this 11th day of October, 1956.

FRED A. AKERS
RICHARD A. WILSON
RUSSELL WILSON

State of California,
County of San Diego, ss.

On the 11th day of October, in the year one thousand nine hundred and fifty-six, before me personally appeared Fred Akers, Richard Wilson and Russell Wilson, known to me to be the persons whose names are subscribed to the foregoing instrument and who acknowledged to me that they executed the same.
WITNESS my hand and the seal of my office this 11th day of October, 1956.
(Seal) DOROTHY M. TORPEY,
Notary Public in and for said County.
Published in the Peninsula News Nov. 15, 22, 29, Dec. 6, 1956.

DAVID H. R. PAIN
Attorney At Law
1951 Cable Street
San Diego 7, California
Telephone AC-3-7117
Attorney for EXECUTOR

IN THE SUPERIOR COURT OF THE STATE OF CALIFORNIA, IN AND FOR THE COUNTY OR SAN DIEGO
IN THE MATTER OF THE ESTATE OF JOHANNA NIEDERHUT, Deceased
No. 57111

NOTICE OF SALE OF PERSONALTY AND REALTY AS A UNIT.

NOTICE IS HEREBY GIVEN that the undersigned, as executor of the Estate of Johanna Niederhut, deceased, will sell at private sale to the highest and best bidder upon the terms and conditions hereinafter mentioned, and subject to confirmation by said Superior Court, on December 10th, 1956, at the hour of 10:00 o'clock A. M. or thereafter, within the time allowed by law, at the office of David H. R. Pain, 1951 Cable Street, San Diego 7, California, all right, title, interest and estate of said JOHANNA NIEDERHUT, deceased, at the time of her death and all right, title and interest that said estate has acquired, by operation of law or otherwise, other than, or in addition to, that of said JOHANNA NIEDERHUT, at the time of her death in and to the real property described, as follows:

Northeasterly 50 feet of Lot 27, Block 76, Ocean Beach, also known as 5009 Brighton Avenue, together with all the furniture and furnishings therein.

Bids or offers are invited for said property, and must be in writing and will be received at the office of David H. R. Pain, attorney for said Executor, or may be filed with the Clerk of said Superior Court or delivered to the said Blair Monson, personally, at any time after first publication of this notice and before making said sale.
Said sale will be made upon the following terms: CASH.
DATED: NOVEMBER 7, 1956.

/s/ BLAIR MONSON
Executor of the Last Will and Testament of JOHANNA NIEDERHUT
/s/ DAVID H. R. PAIN
ATTORNEY FOR EXECUTOR.
Published in the Peninsula News Nov. 15, 22, 29, Dec. 6, 1956.

NOTICE TO CREDITORS
No. 57029

ESTATE OF LEONARD WARE PETERSON, Deceased.

Notice is hereby given by A. E. GALLAGHER as the Administrator of the above entitled estate, to the creditors of, and all persons having claims against the said decedent, that within six months after the first publication of this notice, they either file them with the necessary vouchers in the office of the Clerk of the Superior Court of the State of California, in and for the County of San Diego, or present them with the necessary vouchers to the said administrator at his place of business, 3322 Congress St., San Diego 10, California.

A. E. GALLAGHER,
Administrator of the Estate of the above named decedent.
JAMES DON KELLER,
District Attorney and County Counsel.
By Duane J. Carnes, Deputy.
Attorneys for said Administrator.
Published in the Peninsula News Nov. 15, 22, 29, Dec. 6, 1956.

CERTIFICATE OF INDIVIDUAL FICTITIOUS NAME

State of California,
County of San Diego, ss.

I hereby certify that I am transacting business at 4732 Point Loma Avenue, San Diego 7, California, in the State of California, under a designation not showing the name of the person interested in such business, to-wit:
SUNSET CLIFF'S REALTY
Bronson R. Bennett
4736 Point Loma Avenue
San Diego 7, California

State of California,
County of San Diego, ss.

On the 6th day of November in the year one thousand nine hundred and Fifty-six, before me personally appeared BRONSON R. BENNETT, known to me to be the person whose name is subscribed to the foregoing instrument and he acknowledged to me that he executed the same.
Witness my hand and the seal of my office this 6th day of November, 1956.
(Seal) W. ZAHN,
Notary Public in and for the County of San Diego, State of California.
My commission expires July 8, 1958.
Published in the Peninsula News Nov. 8, 15, 22, 29, 1956.

SAVE

AS YOU SPEND
SHOP WHERE YOU GET
"S. H." GREEN STAMPS

OCEAN BEACH

LOWNES' DEPT. STORE
4960 Newport
AC-2-8688

LOMA PORTAL

H. E. MOORE GARAGE & SERVICE STATION
2918 Lytton St.
AC-3-5331

1—Homes For Sale

Tell your troubles to L. Van Stelle Realtors, 2304 Sunset Cliffs Blvd.

CLASSIFIED ADS PHONE AC 3-3156

3—Business Opportunities

FOR LEASE
CARD AND POOL ROOM, fully equipped. See Mr. Black, 5049 Newport.

FOR LEASE—Modern Shell Station in Ocean Beach. Call BE-3-1161, or evenings, AC-2-5533.

4-A—Business Rental

STORE IN LA PLAZA Shopping Center, available for next month. For information call AC-3-0828 nights, or AC-2-2516.

4-B—Real Estate Wanted

OWNER
Have cash buyer for nice 1 or 2 b.r. home near Food Basket on Catalina.

Clair W. Burgener Co.
3252 Rosecrans AC-3-1668

INCOME & COMMERCIAL NEEDED
Have clients with ready cash, or interested in trading for your property. If you have a tax problem, consult us regarding a trade on your present property for another type property you have in mind.

VOLTAIRE REALTY, INC.
4312 Voltaire AC-2-1167

5—Rentals

Welcome Friends
To The
DEL WOOD
APARTMENT MOTEL
First Class Accomodations
Day, Week or Month
Call AC-2-1909 for Reservations
2104 Bacon St. Ocean Beach
San Diego 7, Calif.

STORAGE GARAGE—9x17, $6. Also storage, 25x12, $14. Pt. Loma Hgts., AC-2-4516.

5-A—Houses, Furn., Unfurn

$60—1 bedroom unfurnished cottage. Adults only, no pets. AC-3-3992.

FURNISHED 1 bedroom house. 4775 Del Monte.

5-C—Apts., Furn., Unfurn.

$45—FURNISHED studio, private bath. Frigidaire, gas and lights, for quiet gentleman. Just painted. 5134 Voltaire.

2 B.R., VENETIANS, disposal, antennae, garage, laundry room, 4313 Mentone, BE-2-9333.

5-E—Rooms

PLEASANT ROOM, Outside entrance. Garage optional. Gentleman. AC-3-9805.

5-G—Misc. Rentals

DO IT YOURSELF
Rent Our Tools & Equipment
Cement Mixers, Wheelbarrows, Power Weed Cutters, Power Lawn Mowers, Lawn Renovators, Roto Tillers, Garden Tractor with Dozer and Plow, Sanders, Misc. portable electric tools. Trailers Elect. Hedge Shears
AUSTIN'S
4856 Santa Monica AC-3-8324

6—Wanted To Rent

COUNTY EMPLOYEE needs 2 B.R. furnished apartment or house. 1 Child. By Dec. 1. Phone HU-8-7590.

FURNISHED 2 bedroom house or apartment, Ocean Beach area. AC-3-8186, Ex. 45.

2 BEDROOM UNFURNISHED house. Back yard fenced. No children. CO-2-2730.

8—Contractors, Builders

REMODELING & ROOM ADDITIONS
Let us assist you in your planning and financing.
FREE ESTIMATES & ADVICE
SAN DIEGO HOME IMPROVEMENT CO.
4837 Voltaire
Day AC-3-1914 Nite AC-3-8849

WE BUILD ON YOUR LOT
CHAFFIN'S General Contractors
4149 Midway Dr. - AC-2-7903

WALLS, FIREPLACES, PATIOS, BARBECUES, DRAINS, CARPENTRY, PLASTERING. A. SIMAS. FREE ESTIMATES. AC-2-6717.

10—Landscaping

Andy's
LAWN MAINTENANCE
Gardening Service, Tree Service
Expert Lawn Renovation
Free Estimate
AC-3-5358

LANDSCAPE GARDENING BY
BEN M. STONE
EXPERT PRUNING, HAULING
Monthly Maintenance
AC-3-7668 AC-3-9477

EXPERIENCED GARDENER, yard maintenance. Clean-up. HU-8-6169.

GARDENING, — day, week, or month. AC 2-1238.

13—Schools, Instruction

MUSIC INSTRUCTION
On Clarinet, Saxophone, Flute. Beginners or advanced, $1.50. My home. Mr. Franzman, AC-2-4584

14—Personals

YOUR DISCARDS CAN BE REPAIRED
providing needed training, rehabilitation, and wages, for the handicapped.
GOODWILL INDUSTRIES
402 5th Ave. BE-3-5157
24 Hr. Telephone Service
Myron Insko, Exec. Director

SHRIMP DINNER—$1.10
Includes:
Sauce, fries, slaw, roll, butter
Nocton's, AC-2-1441

TELEVISION FOR SALE—How many people would buy that television if the price was right? Use the classified ads for results

15—Services Offered

TYPEWRITERS
ADDING MACHINES
Buy for less. Discount to Service Men. Rentals, Repair, Sales. 30 years experience.
Beach Typewriter Co.
5035 Newport AC-2-7133
Ocean Beach

NOW OPEN
NADEAU HAND-SKILL LOOMS
3838 Mission Blvd., Mission Beach
HU-8-0730
Nadeau Looms and Accessories
Crepe Paper Party Products
Hand Made Wedding Garters
Costume Jewelry
McNess Products—
Orders or party plan
Used clothing sold on consignment
(Must be cleaned)

LAWN MOWERS SHARPENED
Hand or power by factory approved methods. Satisfaction guaranteed.
Saws, Shears, Hand Tools
Pick-Up and Delivery
AUSTIN'S
4856 Santa Monica AC-3-8324

PROFESSIONAL PHARMACY OF OCEAN BEACH
A SINCERE INTEREST IN YOUR HEALTH
Free Delivery
Open six days Closed Saturdays
Herman C. Curtis, Jr., Pharm. D.
1929 Cable AC-3-8169

WINDOW SHADES
Repaired — Replaced
Bring in your old rollers and save.
SHAW'S FURNITURE
4051 Voltaire AC-3-3630

PURCELL RUG FARM, Used Rugs & Carpeting, wall-to-wall carpet, cleaning, modern latest equipment. Sewing & binding. 9x12 Cleaned $6.00. 4234 Voltaire, AC-3-9877.

IRONING, my home. Day house cleaning. 5033 Newport, rear Newport Cleaners. AC-3-6706.

TYPING done in my home. Call AC-2-2516, or AC-3-0828, nights.

F. C. CHISHOLM
4777 SARATOGA AVENUE
AC-3-0090 AT-2-2500
Watkins Products Dealer

CARPENTRY, Small remodeling, Home repairs, by hour or day. Phone AC-2-2305.

WINDOW CLEANING
JANITORIAL SERVICES
Residential, Commercial. Also floor waxing. Call Tony AC-3-8314 or AC-3-9635.

LAWN MAINTENANCE—Clean-up, hauling. Call Larry AC-2-2581, AC-3-1105.

CABINETS — Furniture, store fixtures, displays manufactured. Bank financing. AC-3-1592.

PIANOS & ORGANS TUNED and repaired. Smith, AC-2-8379, 4869 Santa Monica.

IRONING or Baby Sitting, my home or yours. Reasonable. AC-2-2317.

CARPENTER JOURNEYMAN, Particular work for particular people. Roy Bonham, AC-3-7331

ROOFING, Painting, Floor tile, and What have you! AC-2-2263.

15—Services Offered

YOUR MONEY
BACK IF YOU ARE NOT COMPLETELY SATISFIED WITH ANY PURCHASE OR REPAIR SERVICE.
Wolff JEWELERS CREDIT
4822 NEWPORT AVE.
AC-3-1840 Ocean Beach

MIMEOGRAPHING
Distinctive Work.
IBM Electric Typewriter.
Telephone Answering Service.
LELA LAYNE
1051 Rosecrans AC-2-3719

BUY - SELL - TRADE
Pocket Size Books.
Also SHOE REPAIR
5046 Newport Avenue

FIREPLACES & BLOCK WALLS
Chain link and Redwood fences.
AC-2-2794.

DRESSMAKING, ALTERATIONS
Experienced. Excellent workmanship. AC-2-4153.

CARPENTRY, Repairs, remodeling, gardening, maintenance. References. AC-2 1704.

CERAMIC TILE WORK. Remodeling of all types. Melvin Russell. AC-2-2652.

LAUNDRY AND IRONING, my home. AC-3-1773.

COCKTAIL LOUNGES

WEBB'S
Dancing
1921 Bacon St. AC-3-9245

FLORISTS

JO'S FLOWER SHOP
4726 Voltaire AC-3-3306

FUNERAL HOME

BEARDSLEY FUNERAL HOME
1818 Sunset Cliffs
AC-3-8100

JEWELERS

The Biggest Little Jeweler in Ocean Beach
C. L. DERSCH
JEWELER and WATCHMAKER
4952 Newport Ave. Ocean Beach
All Work Done in our Shop!
AC-2-0215

SMITH & SONS JEWELERS
4831 Newport AC-3-0718

LUMBER

POINT LOMA LUMBER CO.
4975 N. Harbor Drive
AC-3-7111

MOVING & STORAGE

OCEAN BEACH TRANSFER MOVING AND STORAGE
5040 NEWPORT AVE.
AC-3-3271

B & K TRANSFER
1930 Bacon St. AC-3-9008

NOTARIES

SIEGEL REALTY
4170 Voltaire AC-3-7147

NURSERIES

BLUE PACIFIC NURSERY
4850 Newport AC-2-1151

SCHOOLS

Nursery to First Grade
Little Tots
Nursery School
4972 Santa Monica AC-2-2314

PLAYHOUSE
NURSERY SCHOOL
6:45 to 5:30 Ages 2 to 6
Preschool and kindergarten—
Hot Lunches
4678 Santa Monica AC-2-8418

PT. LOMA PLAY SCHOOL
2 thru 6 yrs.
2909 Keats (near DeFalco's)
AC-2-9111

SCHOOLS—Academic

Nursery To 9th Grade
WARREN WALKER SCHOOL
4605 Pt. Loma Ave.
AC-3-3663

SERVICE STATIONS

BILL'S MOBILGAS SERVICE
Corner Point Loma Ave. and Sunset Cliffs, AC-2-4422

SHOE REPAIR

WOOD'S SHOE SERVICE
4979 Newport AC-2-0165

TAXI SERVICE

A.B.C. CAB CO. AC-3-8322
2-Way Radios Open 24 hrs.
Low, Low Rates - Go Anywhere
5 can ride for price of 1
5049 Newport

WATER SOFTENERS, Sales & Service

DUDLEY PLUMBING
4950 Voltaire AC-3-7468

17—Child Care

CHILD CARE FOR WORKING MOTHER. Fenced play yard. Swings. Phone AC-3-1804.

REAL ESTATE

FRANK E. NASO, Realty
1900 ROSECRANS AC-3-3111

Offers the following services to their clients:
- Estimates on property values.
- Immediate cash for your home or lot.
- We buy trust deeds.
- No outside financing necessary.
- Insurance and Notary Services.
- Insured, qualified salesmen.

List with us for real action

PT. LOMA'S INDEPENDENT BROKER

ESTATE SALE
HEART OF OCEAN BEACH
50x140 level R2 lot and 2 B.R. house. Paved alley. Submit your bid today.

MADELINE JOHNSON, Realtor
AC-3-1241
AC-2-3445 or AC-2-9127 eves.

LOTS FOR SALE
CORNER COMMERCIAL LOT $7850
R-4 50x140, CLOSE IN 7500
R-4 50x100 5250
We Have More
BEACH REALTY
5053 Newport Ave.
AC-2-7133 AC-2-1339

29—Autos For Sale

CRISLER AUTO SALES
4202 EL CAJON BLVD.
Terms arranged to fit purchaser.
We maintain our own shop for your protection.

'52 Cadillac Coupe DeVille, fully equipt, power 1695
'53 Lincoln Capri Hardtop, power steering, breaks, windows, 4-way seat, radio, heat., hydramatic $1595
'54 Mercomatic Monterey Hardtop Cpe. Fully equipt 1575
'53 Fordomatic Victoria, radio, heat. A beauty 1195
'54 Ford 8 Crestline sedan. Radio, heater 1195
'53 Fordomatic Conv., radio, heat, new motor, Continental Kit 1195
'54 Plymouth Belvedere 4-door overdrive, radio heat 1175
'54 Stude V8 Regal Commander, 4-door 995
'52 Ford Conv. overdr., radio, heater 795
'53 Stude Champ. Sports Coupe, auto trans., radio, heat 795
'52 DeSoto V8 4-door, power steer., radio, heat 795
'50 Pontiac Catalina. Hydra, radio, heat. 475
'52 Dodge Coronet 4-dr. sedan 595
'50 Hudson Club, overdrive, ra-
'50 Stude Starlight Coupe, hydramatic, radio, heat 395
'50 Stude Champ Club, overdr., radio, heater 345
dio, heat. Very good 325
'49 Buick Super Sedanette, dyna., radio, heat. 295
'49 Dodge 2-door, radio, heat 250
'46 Buick Super sedan 100
'46 Nash 4-door, runs good 85

OPEN SUNDAYS & EVENINGS
Where the Customers' Rights Are Respected
CRISLER AUTO SALES
4202 El Cajon Boulevard
AT-4-9292

17—Child Care

BABY SITTING, evenings. Own transportation. AC-3-6483 or AC-3-1325.

DAY AND NIGHT BABY sitting or invalid. Experienced. Phone AC-2-1572.

CHILD CARE, any shift. My home, 2 yrs. and up. Phone AC-2-2192.

WILL BABY SIT NIGHTS, phone AC-3-0396.

CHILD CARE, my home, near Silvergate School. AC-3-5790.

CHILD CARE my home. Any age. AC-3-5104.

DAY AND NIGHT baby sitting. Experienced. AC-2-5402.

18—Situations Wanted

EXPERIENCED STENOGRAPHER—Typing in my home. Dictation by phone. Pick up and delivery service. AC-2-0035.

EXPERIENCED COLORED WOMAN wants housework Mon., Wed., Thurs. AC-3-3431.

OFFICE WORK, receptionist, 9 a.m. - 1 p.m., Mon. thru Fri. AC-2-6777.

REAL ESTATE

POINT LOMA--OCEAN BEACH REALTY ASSOCIATION

LOOK FOR THIS EMBLEM

Your multiple realtors represent a rich tradition of fair dealings. Are you personally acquainted with a realtor? You should be with one of the following:

MULTIPLE LISTING SERVICE — MEMBER

Member Offices

OPEN SAT. & SUN. 1 to 5
716 STAFFORD PLACE

A concrete and steel Army bomb shelter (and you never can tell when one of these may come in handy) is included wtih this brand new 3 B.R., 2 bath home overlooking the coast line and Blue Pacific.

2 Massive brick fireplaces (one in the family room), natural wood modern kitchen with built-in oven and range, central furnace, intercom system, heavy shake roof, board-n-bat, used brick terrace, all lend eye appeal.

Ready for your inspection Saturday. This one will go fast!

CARL ACKERMAN
Realtor
"Fine Point Loma Homes"
1259 Rosecrans AC-3-3174

LOMA PORTAL BAY VIEW
From every room. Spacious 2 B.R., separate D.R., 25 ft. rumpus room, carpets, drapes.
MUST SELL
Eves., AC-2-3795
SIEGEL REALTY
AC-3-7147
4170 Voltaire

MODERN 4 UNITS—$34,000
2 lg. B.R. each. Gr. ann. income $4200. Owner may consider trade for larger.
AMELIA BRADLEY, Realtor
AC-2-4696 HU-8-5521

REAL ESTATE
CLASSIFIED
ADS
BRING
RESULTS

POINT LOMA SELECTIONS

VACANT — MOVE RIGHT IN! A gracious larger 2 bedroom home, separate dining & breakfast rooms, fireplace. Level lot, 100 ft. frontage, beautifully located in a neighborhood of $30,000 homes. Total price only $16,500. FHA Terms. Don't miss this one!

LARGE FAMILY HOME. 4 bedrooms, plus den, 3¼ baths, separate dining and breakfast rooms, fireplace, central heating, fine location, near schools in LOMA PORTAL. Over 2500 sq. ft. Priced at only $26,900. Terms.

ROBERT CROOKS CO.
Realtors
2125 Poinsettia
AC-3-7121 AC-2-5603

SPECULATORS!! BUILDERS!!
Buy these two Point Loma wooded area lots, plus 2 B.R. older frame cottage. Owner wants offer!
MILNER REAL ESTATE
2931 Carleton
AC-3-6201 AC-3-9916

$7500
IN OCEAN BEACH—attractive 1 B.R. on very desirable R2 lot. Convenient location Terms. Hurry! Call now!
ROSECRANS REALTY
AC-2-1171 1205 Rosecrans

SUNSET CLIFFS
Modern 3 B.R., carpeting, patio area, View. Value here at $16,000.
POINT LOMA REALTY
1057 Rosecrans
AC-3-1234

BAY SHORE REALTY OFFERS

PT. LOMA'S BEST
3803 DEL MAR AVE.
BEAUTIFUL FLEETRIDGE
OPEN DAILY 1 TO 5
3 B.R. & family room, 2½ baths. Brand new, 1,780 sq. ft. Built-in kitchen, all the latest extras. An EXCEPTIONAL buy on today's market.

POINT LOMA DELUXE
4025 & 4055 JOHN ST.
OPEN FRI., SAT., SUN., 1 to 5
EXCLUSIVE WOODED AREA.
BRAND NEW, over 2,000 sq. ft. of best construction. ALL ELEC. BUILT-IN kitchen, natural wood cabinets & paneling, all the latest extras in PT. LOMA'S MOST BEAUTIFUL NEIGHBORHOOD.

PT. LOMA WOODED AREA
"HOUSE BEAUTIFUL" PLAN
NEAR NEW, large L.R., dining area, ideal for outdoor living. 3 B.R., 2 bath, 20x22 den, fireplace, large 4¼% G. I. Loan. Terms.

POINT LOMA
HONEYMOON COTTAGE
2 B.R., spic and span condition. 50x140 fenced lot, beautiful area. $12,800. F.H.A. terms.

OCEAN BEACH
COMMERCIAL ZONE
ESTATE SALE
4800 BLOCK SANTA MONICA AVENUE
50x140 level lot. Good 2 B.R. house. See and make offer. Hurry!

MISSION BAY PARK
COMMERCIAL LOT
84-ft. frontage on W. Pt. Loma Blvd., approx. 200 ft. deep, surrounded by park property. Tremendous future possibilities. Motel, etc.

BAY SHORE REALTY
4222 VOLTAIRE
AC-3-7141 Eves AC-3-0604

18-A—Help Wanted

DRIVER, full or part time, male or female. ABC Cab Co., 5049 Newport.

BOYS, TO DELIVER PENINSULA NEWS, ROSECRANS & TALBOT AREA EACH THURSDAY. AC-3-3156.

19—Help Wanted, Female

WANTED MATURE BABY SITTER with own transportation or within walking distance of my home, 1096 Santa Barbara, cor. Moana Dr., three small well-behaved children, 75c hour. Phone AC-2-9788.

LIGHT HOUSEWORK, 1 hour each day, vicinity Pt. Loma Ave. and Froude. AC-3-9610.

BABY SITTER WANTED, your home or mine. Silvergate area. AC-3-8455.

COLLECTION CLERK, typist. Will train. AC-3-9610.

21—Radio, TV

TV SERVICE. Cash and carry. Big Savings. Fast, efficient service! Open evenings. Luckey Marine Radio, 4733 Point Loma Ave. AC-2-3069.

TV RENTALS—By week or month. Delivery service. BOB HORN TELEVISION, 1865 Sunset Cliffs, AC-3-7139.

24—Miscellaneous For Sale

INLAID LINOLEUM
Latest Designs by ARMSTRONG—Including CORLON
FREE ESTIMATES
SHAW'S FURNITURE
4051 Voltaire St. AC-3-3630

24—Miscellaneous For Sale

THRIFT SHOP SPECIALS

Lounging chairs ..... from $89.95
Toy chests 14.95
5-piece chrome or black dinette sets 49.95

Complete line of Cosco Furniture, Card tables, chairs, step stools, utility tables, and juvenile.

COMMUNITY FURNITURE CO.
2887 Voltaire Street
AC-3-5714

GAFFERS & SATTLER gas range, $100; 16" Hoffman TV console, $70. Excellent condition. AC-3-3953.

SECTIONAL living room set, $35; modern dining set, $90; 9 cu. ft. Frigidaire, $40; maple bedroom set, $75. AC-3-1806.

21" PHILCO Console, open face, $99.95. Bob Horn TV, 1865 Sunset Cliffs, AC-3-7139.

ONE HOFFMAN 17" TV. Blonde cabinet. AC-3-1833.

SALEM MAPLE serving table; parakeet and cage; planter lamp, picture light, small chest of drawers. AC-3-6782.

LADIES' WEARING APPAREL, sizes 18, 16, 14. Shoes, hats. AC-3-6782.

GIRLS' FIGURE SKATES, size 11 and 6; luggage rack and tarpaulin. 4934 Coronado.

FILTER QUEEN CLEANER. Will sell, or trade for? 4934 Coronado.

ROLLER SKATES—White shoes, 6-B. Excellent condition. Reasonable. AC-3-5847.

STEER MANURE, 59c per bag on 5 or more sacks.
BAYVIEW NURSERY
4927 Voltaire St. AC-2-8969

24—Miscellaneous For Sale

THRIFT SHOP SPECIALS

Used 5-pc. chrome dinette $29.95
Used walnut chest & bed 34.50
Used 2-pc. sectional 69.50
Used Hide-Away Sofa 99.50

SHAW'S FURNITURE
4051 Voltaire AC-3-3630

FULL HOUSE OF FURNITURE:
Living room set, $65; end tables and lamps included; dinette set, $25; bedroom set, $45; Crosley refrigerator, $35; TV console, 17", $45; range with oven control, $25; Hollywood bed, $25; and miscellaneous. 5015 Newport, AC-3-5251.

24" BLONDE Console TV, $99.50. Bob Horn TV, 1865 Sunset Cliffs, AC-3-7139.

UTILITY TRAILER, 4x4x10, AC-3-7914.

TAME, TALKING Mynah bird and cage, $40. AC-3-5921.

21" Philco Console, full door $129.95. Bob Horn TV, 1865 Sunset Cliffs, AC-3-7139.

BABEE-TENDA FEEDING TABLE, comp. top, folding, adjust. legs. AC-3-6134.

KING SIZE box springs, mattress. Custom built. Brand new. BE-9-7317, AC-2-3189 eves.

28—Lost & Found

LOST $50 BILL, in front of Kraft's Drug Store. Reward. AC-2-2609.

29—Autos For Sale

'37 CHEVROLET COUPE. Good transportation, $75. Call after 5:30, AC-3-7439.

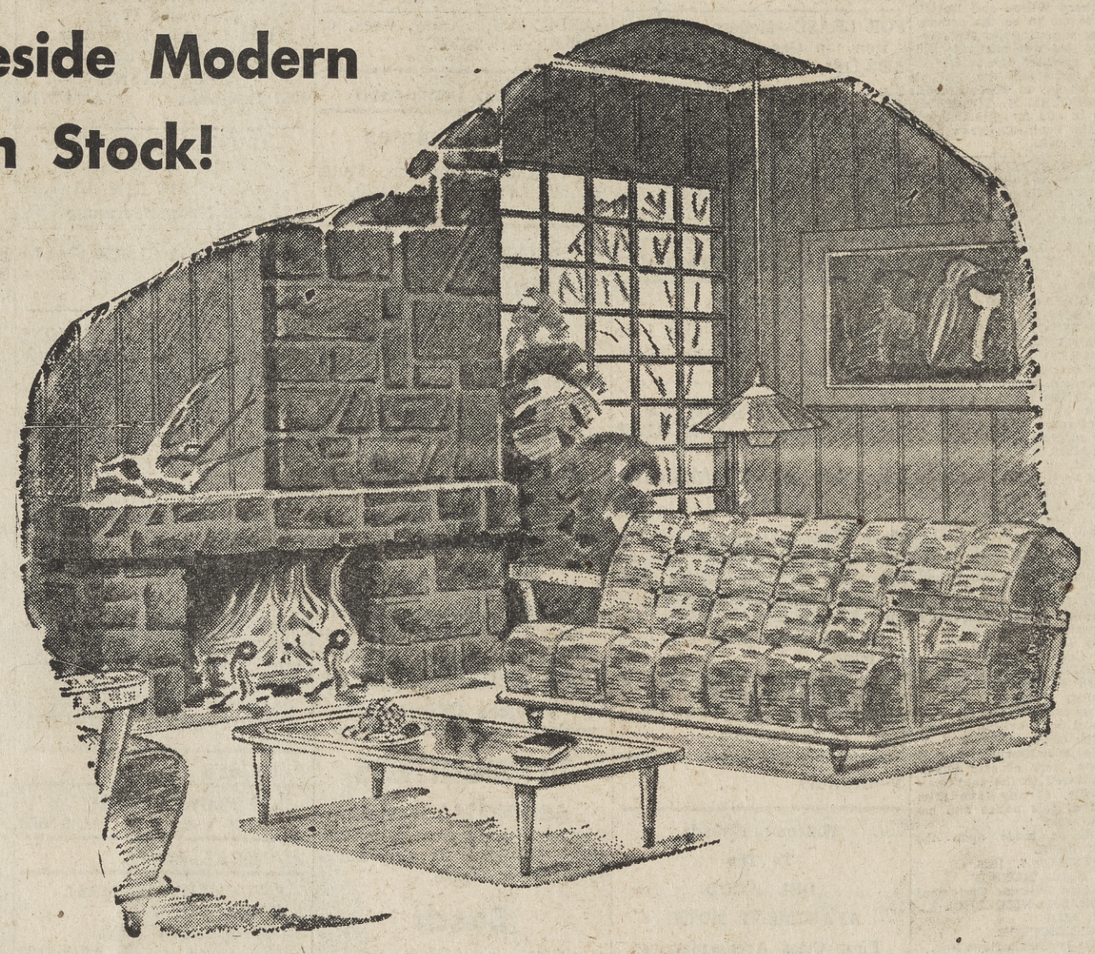
'41 PLYMOUTH four door. Good transportation car. $55. Phone AC-2-4149.

NOEL FURNITURE

FLOOR SAMPLE CLOSE-OUT!

15% OFF

On Any Fireside Modern Piece in Stock!



fireside modern

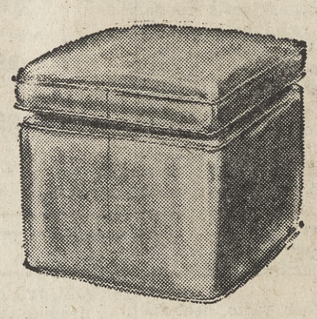
. . . brings to your home old-fishioned charm in the best modern manner plus the additional dignity of fine design. You'll find the elegent details of polished brass and the friendly warmth of hand-rubbed coppertone birch, let Fireside Modern blend beautifully, with any decor, formal or casual, traditional or modern.

The Ideal Christmas Gift!

HASSOCKS Galore!

☆ We have all sizes and shapes!

★ All Colors and Styles!



A PRICE RANGE TO FIT ANY BUDGET!

COME IN TODAY AND SEE HOW FIRESIDE MODERN FURNITURE GIVES YOU BEAUTY ON A BUDGET. IT'S YOUR OPPORTUNITY TO OWN HAND-RUBBED COPPERTONE BIRCH FURNITURE AT DOWN TO EARTH PRICES. SEE THE NEW HANDSOMELY STYLED FIRESIDE MODERN GROUPS FOR LIVING ROOM, BEDROOM, AND DINING ROOM.

Complete the Beauty of Your Home with Custom-Styled Draperies!

Let our decorator help you with fabrics suitable with your own setting. Stop in or call for FREE estimate and advice on color coordination!

NEW STORE HOURS

We are now open Monday at 9:30 a.m. and close at 6 p.m.---Fridays we will remain open 9:30 to 9

NOEL FURNITURE

4836 Newport Avenue, Ocean Beach, AC-3-3163

Peninsula News

POINT LOMA · OCEAN BEACH · LOMA PORTAL · MIDWAY

PENINSULA NEWS GIFT GUIDE | THURSDAY, NOVEMBER 15, 1956 | 2nd SECTION—PAGE 1

Here's Where Santa Stars

Ocean Beach Shopping Center

Santa gives his Star Performance right here in Ocean Beach. He spreads out the pick of his pack for your selection of Gifts . . . Keeps you in the Best of Christmas Spirits wih the Best Values ever offered!

REFER TO THIS GIFT GUIDE FOR ALL YOUR GIFT NEEDS

Read Every Page of this Complete

CHRISTMAS GIFT GUIDE

☆

Only 32 Shopping Days Left Until Christmas!

☆

STORES OPEN EVENINGS 'TIL 9

December 1st thru. Dec. 24th

Some Stores Open Eves. Beginning Nov. 23

☆

SHOP FRIDAY EVES' 'TIL 9

THROUGH MONTH OF NOVEMBER

☆

LOTS OF FREE PARKING

Marc's

MEN'S WEAR

-—- X M A S -—-

SHOPPING ADVANTAGES

- ☆ LARGEST SELECTION IN PENINSULA AREA.
- ☆ COMPLETELY REMODELED STORE.
- ☆ NATIONALLY ADVERTISED BRANDS.
- ☆ COURTEOUS SERVICE
- ☆ TWO ENTRANCES.
- ☆ FREE BOXES AND GIFT WRAPPING.
- ☆ ⅓ MONTHLY BUDGET ACCOUNTS.
- ☆ NO INTEREST OR CARRYING CHARGE.
- ☆ LAYAWAY PLAN.
- ☆ OPEN EVES. 'TIL 9 P.M., STARTING DEC. 1.

Marc's
4919 NEWPORT AVE.
OCEAN BEACH, CALIFORNIA

To Make a Merry Christmas

...let us help you select

A Pet for a Gift

— AND —

A Gift for a Pet

Use Our Convenient

Lay-Away Plan!

BLUE PACIFIC PET SUPPLY

4828 Newport Ave. AC-3-0605

Give a Gift that's different from

NATI'S Mexican Imports

LA PLAZA SHOPPING CENTER

1864½ Bacon St. Ocean Beach

SPECIAL SAVINGS

During our Remodeling and Enlargement Program!

3 Days Only Thurs., Fri., Sat.

One Group
BRACELETS AND EARRINGS
$4 to $6 VALUES..... $2.00

SKIRTS & DRESSES
Reg. 7:95 VALUE..... $6.00

All Regular MERCHANDISE
Reduced 10%

Novelty and Useful Gifts!

- ☆ Large Selection Mexican Dolls....75c up
- ☆ Hand Tooled Leather Bags
- ☆ Hand Made Sterling Silver Jewelry
- ☆ Glass Ware
- ☆ Christmas Corsages

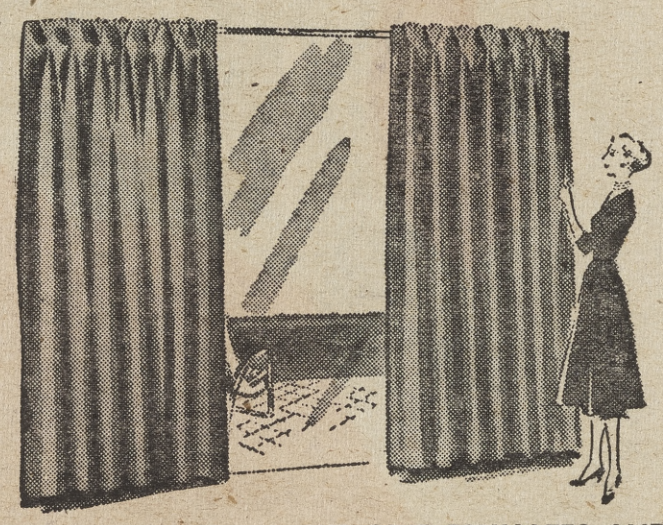
ORDER NOW!

"TURON" De Alicante

Famous Christmas Candy Imported from Spain

SANTA Says...

Fresh New CURTAINS and DRAPES are a MUST for the HOLIDAYS!



CALL US TODAY . . . WE GIVE ESTIMATES AND SHOW SAMPLES WITHOUT OBLIGATION!

Ready Made:
Curtains, Bedspreads, Rods, Draperies, Shades, Venetian Blinds

Custom Made:
DRAPERIES and SLIP COVERS

JONIAUX
CURTAINS—DRAPERIES

1851 BACON STREET OCEAN BEACH
Telephone AC-3-5465
30-60-90 Day Accounts . . . No Carrying Charge

WAHL'S BIG ANNIVERSARY SALE!

WOMEN'S DEPT.

NYLON HOSIERY

60 gauge-15 denier. Full Fashioned, sheer, Taupe and Biege. 1.35 value.

77c pair 3 pair 2.25

NYLON PANTIES

40 denier nylon. Full cut. Hollywood style. White and pastel. Size 5, 6, 7.

79c Value **2 for $1**

CAPRI PANTS

Fine quality washable corduroy. Fancy patterns and solid colors. Sizes 8 to 18.

Regular 3.98 . . 2.99

SWEATERS

High bulk orlon. Fashioned. Dark and Pastel.

Pullover . . 3.98
Cardigan . . 5.98

SKIRTS

100% wool. Drum lined.

5.98

Others to 17.95

WOMEN'S COATS

100% Wool, Wool and Cashmere Blends. You would expect to pay much more for these coats.

Now only . . 29.95

ROBES AND DUSTERS

Large selection to choose from. Nylons, orlons, wools and cottons.

5.98 to 22.95

DOMESTICS

BLANKETS

A blend of rayon, cotton and nylon. Size 72x84. Variety of colors. Regular 6.98

5.99 each 2 for 11.00

GENERAL ELECTRIC BLANKETS

Flat Blanket. One Control. Full Size.

29.95

TWIN SIZE. ONE CONTROL 29.95
FULL SIZE. ONE CONTROL 34.95
FULL SIZE. TWO CONTROLS 44.95

MATTRESS PROTECTORS

Slightly Imperfect

TWIN SIZE 1.99
FULL SIZE 2.99

GIRL'S DEPT.

Luxury Spun Orlon

SWEATERS

by . . . Pandora

CARDIGAN	3 to 6X	3.98
	7 to 14	4.98
PULLOVER	3 to 6X	2.98
	7 to 14	3.98

Wide Variety of Colors

BOY'S DEPT.

FLANNEL SHIRTS

Western and Regular Styles. Regular 2.98 and 2.49

1.99

SUITS & SPORT COATS

One Group Specially Reduced for this Sale.

Shop our Boy's Dept. for . . . Underwear, Hickok accessories, Tom Sawyer Slacks, Suits, Sport Coats, Arrow Dress Shirts.

MEN'S DEPT.

SHIRTS

Western shirts. Our regular stock. Assorted patterns and white. All reduced for this sale. Values up to 7.98

3.99

SPORT COATS

Our regular stock. Every coat reduced for this sale. Sizes 36 to 44.

Reg. 39.95 ..... 27.00
Reg. 34.95 ..... 25.00
Reg. 29.95 ..... 19.00

FLANNEL ROBES

Full Cut. Washable. Choice of colors and Patterns. Small, Medium, Large and Extra Large.

5.98

NLYON SHORTS

Assorted prints. Sizes 30 to 40.

1.00

SPORT SHIRTS

Long Sleeves. Assorted patterns & styles Reg. 3.98 and 4.98

2.99

SHOP OUR MEN'S DEPT.

For these Famous Name Brands . . .
WEMBLEY TIES
ARROW SHIRTS
JOCKEY UNDERWEAR
HOLEPROOF HOSIERY
HICKOK ACCESSORIES

SAMSONITE

USE OUR LAY-AWAY!

WAHL'S Dep't. Store

4878 Newport Ave. AC-2-3100

"These 3 Features Sold me on WOLF'S NATIONALLY FAMOUS WATCHES"

1 Stop Shopping

AS AUTHORIZED DEALERS FOR AMERICA'S FINEST BRANDS YOU SEE THE GREATEST SELECTION OF WATCHES UNDER ONE ROOF!

2 Guarantees

YOUR WATCH IS DOUBLY GUARANTEED BY THE FAMOUS MAKER AND THIS STORE!

3 Ways to Pay

CASH - CREDIT - LAY AWAY

AMERICA'S FINEST BRANDS

Hamilton - Bulova - Benrus - Vulcain - Henry Ginnel - Speidel - Elgin American - 1847 Rogers - Community - Van Dell - Westclox Deltah - Sheaffer Pens - Skyway Luggage Anson - Schick - Remington - Keepsake & Prelude Diamonds - Timex - Ronson - Bausch & Lomb and many others.

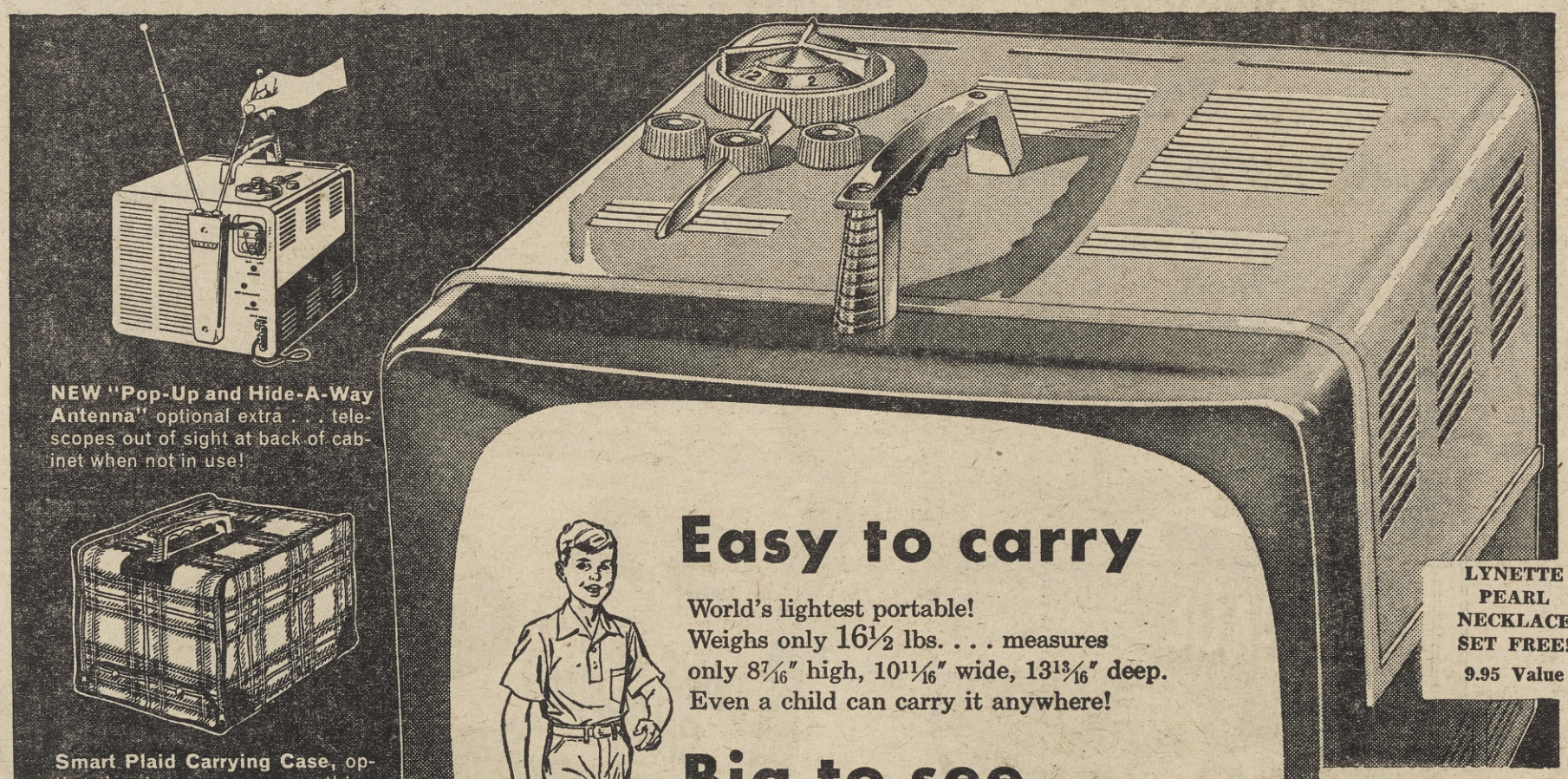
LEADING JEWELER OF OCEAN BEACH
ACademy 3-1840

Wolf JEWELERS
Watchmakers by family tradition

4822 NEWPORT AVENUE

OPEN MONDAY and FRIDAY 9 to 9

ADMIRAL PERSONAL PORTABLE TV



NEW "Pop-Up and Hide-A-Way Antenna" optional extra . . . telescopes out of sight at back of cabinet when not in use!

Smart Plaid Carrying Case, optional extra, covers everything except handle—protects the finish when you travel!

6 GORGEOUS COLORS

Firebird Red & White • Wedgwood Blue & White • Turquoise Green & White • Two-tone Granada Green • Two-tone Jamaica Tan • Charcoal

$89.95

MODEL T101—CHARCOAL

Easy to carry

World's lightest portable!
Weighs only 16½ lbs. . . . measures only 8 7/16" high, 10 11/16" wide, 13 13/16" deep.
Even a child can carry it anywhere!

Big to see

Has world's first 10.375" overall diagonal tube . . . 53½ square inches of brilliantly detailed picture—even outdoors!

MODEL T105AL Two-tone Granada Green

ADMIRAL

LYNETTE PEARL NECKLACE SET FREE!
9.95 Value

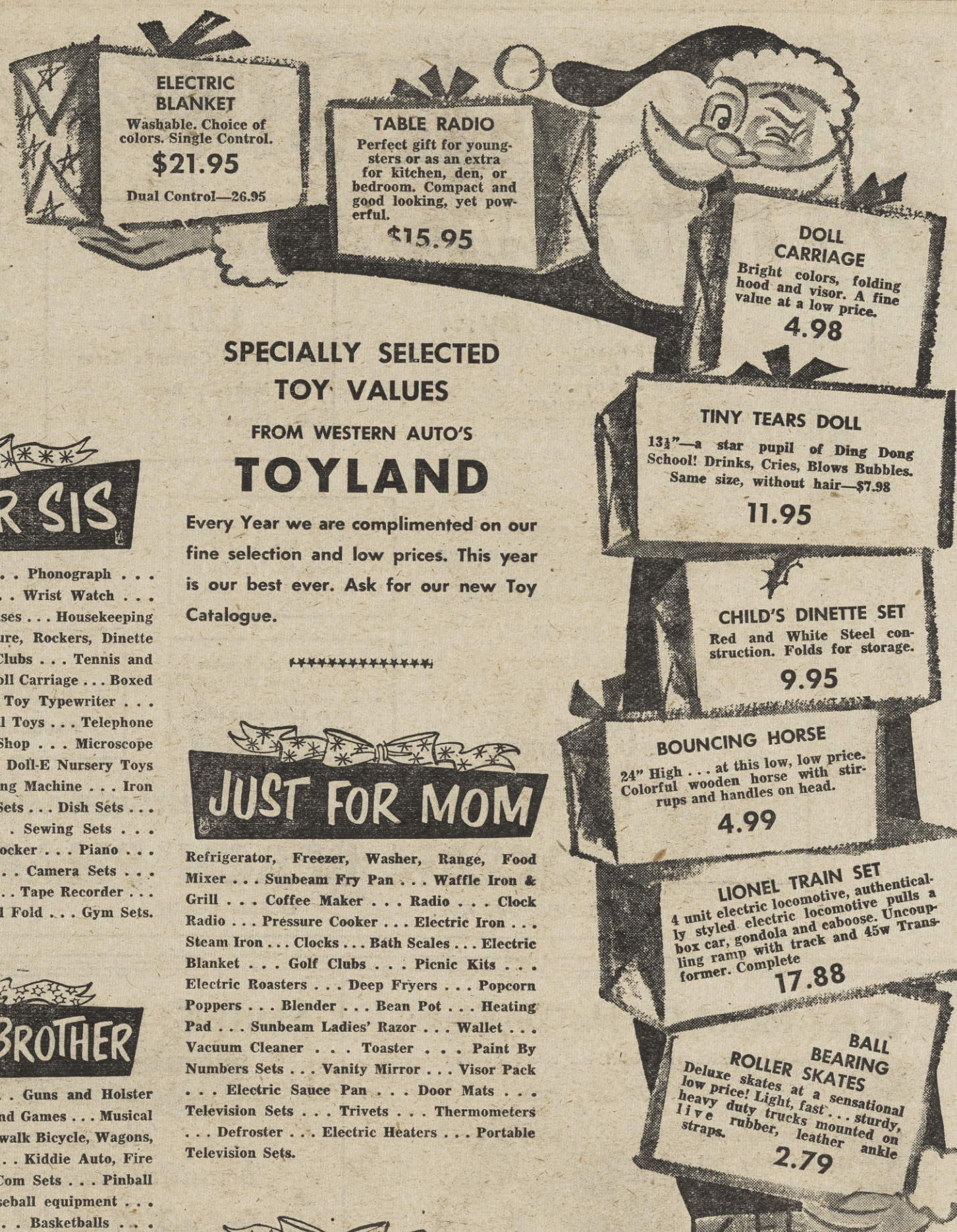
BAY T-V

4824
NEWPORT
AC-2-8447

WESTERN AUTO

OFFERS SOMETHING for EVERYONE IN THE FAMILY

LAY-A-WAY or EASY-TIME-PLAN


ELECTRIC BLANKET
Washable. Choice of colors. Single Control.
$21.95
Dual Control—26.95
TABLE RADIO
Perfect gift for youngsters or as an extra for kitchen, den, or bedroom. Compact and good looking, yet powerful.
$15.95
DOLL CARRIAGE
Bright colors, folding hood and visor. A fine value at a low price.
4.98
TINY TEARS DOLL
13½"—a star pupil of Ding Dong School! Drinks, Cries, Blows Bubbles. Same size, without hair—$7.98
11.95
CHILD'S DINETTE SET
Red and White Steel construction. Folds for storage.
9.95
BOUNCING HORSE
24" High . . . at this low, low price. Colorful wooden horse with stirrups and handles on head.
4.99
LIONEL TRAIN SET
4 unit electric locomotive, authentically styled electric locomotive pulls a box car, gondola and caboose. Uncoupling ramp with track and 45w Transformer. Complete
17.88
BALL BEARING ROLLER SKATES
Deluxe skates at a sensational low price! Light, fast . . . sturdy, heavy duty trucks mounted on live rubber, leather ankle straps.
2.79

SPECIALLY SELECTED TOY VALUES

FROM WESTERN AUTO'S

TOYLAND

Every Year we are complimented on our fine selection and low prices. This year is our best ever. Ask for our new Toy Catalogue.

JUST FOR SIS

Bicycle, tricycle, wagon . . . Phonograph . . . Radio . . . Clock Radio . . . Wrist Watch . . . Portable radio . . . Doll Houses . . . Housekeeping Toys . . . Juvenile Furniture, Rockers, Dinette Sets . . . Skates . . . Golf Clubs . . . Tennis and Badmington Racquets . . . Doll Carriage . . . Boxed Games, Monoply, Etc. . . . Toy Typewriter . . . Stuffed Animals . . . Musical Toys . . . Telephone Inter-com Sets . . . Print Shop . . . Microscope Set . . . Doll Wardrobe . . . Doll-E Nursery Toys . . . Cosmetic Kit . . . Sewing Machine . . . Iron . . . Ironing Board . . . Tea Sets . . . Dish Sets . . . Electric Mixer, Toaster . . . Sewing Sets . . . Baking Sets . . . Musical Rocker . . . Piano . . . Mickey Mouse Club Sets . . . Camera Sets . . . Pull Toys . . . Croquet Set . . . Tape Recorder . . . Table Tennis Table . . . Bill Fold . . . Gym Sets.

JUST FOR MOM

Refrigerator, Freezer, Washer, Range, Food Mixer . . . Sunbeam Fry Pan . . . Waffle Iron & Grill . . . Coffee Maker . . . Radio . . . Clock Radio . . . Pressure Cooker . . . Electric Iron . . . Steam Iron . . . Clocks . . . Bath Scales . . . Electric Blanket . . . Golf Clubs . . . Picnic Kits . . . Electric Roasters . . . Deep Fryers . . . Popcorn Poppers . . . Blender . . . Bean Pot . . . Heating Pad . . . Sunbeam Ladies' Razor . . . Wallet . . . Vacuum Cleaner . . . Toaster . . . Paint By Numbers Sets . . . Vanity Mirror . . . Visor Pack . . . Electric Sauce Pan . . . Door Mats . . . Television Sets . . . Trivets . . . Thermometers . . . Defroster . . . Electric Heaters . . . Portable Television Sets.

JUST FOR BROTHER

Trains . . . Accessories . . . Guns and Holster Sets . . . Educational Toys and Games . . . Musical Toys . . . Farm Sets . . . Sidewalk Bicycle, Wagons, Scooters . . . Flexy Flyer . . . Kiddie Auto, Fire Engine, Tractor . . . Inter-Com Sets . . . Pinball Games . . . Skates . . . Baseball equipment . . . Footballs . . . Helmets . . . Basketballs . . . Punching Bags . . . Boxing Gloves . . . Toy Chests . . . Erector Sets . . . Battery Operated Toys . . . Air Rifles . . . 22 Rifles . . . Sled . . . Holster Sets . . . Crystal Radio . . . Drum Sets . . . Pool Tables . . . Pin Ball Games . . . Carpenter's Set . . . Bouncing Horse . . . Burp Gun . . . Dart Game . . . Cars and Truck Sets . . . Cowboy Hat . . . Remote Control Cars and Toys . . . Pogo Sticks . . . Bicycle Speedometer, Tires, Tubes . . . Archery Sets . . . Sleeping Bag.

JUST FOR DAD

Car Radios . . . Home Radios . . . Golf Balls . . . Clocks . . . Pocket Knives . . . Shotguns and Rifles . . . Camping Equipment . . . Flashlights and Lanterns . . . Fishing Tackle . . . Outboard Motors . . . Electric Shavers . . . Hand Tools and Power Tools . . . Power Mowers . . . Barometers . . . Body Mount Mirror . . . Altimeter . . . Auto Robes . . . Curb Alarms . . . Seat Covers . . . Car Mats . . . Pocket Warmer . . . Snuffers . . . Car Polish . . . Exhaust Extension . . . Car Tool Kit . . . Work Gloves . . . Thermos Bottle . . . Tool Sets . . . Tool Boxes . . . Wrench Sets . . . Socket Sets . . . Tent . . . Coleman Stoves and Lanterns . . . Gas Can . . . Bowling Shoes . . . Sunglasses.

TREE LIGHTS AND ORNAMENTS

OUTDOOR LIGHTS 15 Bulbs, clips on base	3.99
INDOOR LIGHT SET 7 Bulbs independent burning	1.44
TREE ORNAMENTS 1 doz. beautfiul, all shapes	1.19
PLASTIC ORNAMENTS Deluxe, 12 large new designs	1.98

EXTRA LIGHT BULBS—ALL SIZES

OPEN MONDAYS AND FRIDAYS UNTIL 9. P.M.

FREE PARKING

BAILEY'S

WESTERN AUTO SUPPLY CO.

5010 NEWPORT AVE. OCEAN BEACH SHOPPING CENTER

WE GIVE ACTION STAMPS

SHOPPERS' Headquarters

GIFT TOILETRIES

Perfumes by...

- CARON
- LANVIN
- D'ORSAY
- CHANTILLY
- DOROTHY GREY and TUSSY SETS
- PERFUME ATOMIZERS

PLASTICS by CELEBRITY
1.29 up
- Fitted Cosmetic Cases
- Make-Up Bags
- Purse Kits

TOILETRIES
JUST FOR HIM
- Old Spice
- King's Men
- Yardley
- Seaforth

HOLIDAY CANDY
- RUSSELL STOVER
- ALMOND ROCA
- DE METZ TURTLES
- PASCALL FINE ENGLISH CANDIES

Men's and Ladies
WALLETS
1.00 to 10.00
by Amity and Craftsman

- Mohawk Hair Brushes
- Ladies' Hand Mirrors
- Complete Line Little Lady Cosmetics
- Gift Novelty Soaps

GIFT TOBACCO and Accessories

Men's and Ladies
ELECTRIC RAZORS
Nationally Advertised Makes

FREE DELIVERY! CUSTOMER PARKING IN REAR!

OCEAN BEACH PHARMACY

4935 NEWPORT AVE. OCEAN BEACH AC-3-3139

Give A Man A Gift He Can Wear

...CHOOSE HERE THE GIFT HE LIKES BEST!

We make it our business to know what men like to wear. So why not make it your business to gift-shop here for all the men in your Christmas!

SEE OUR COMPLETE GIFT SELECTIONS!

☆

GIFT WRAPPING WITHOUT CHARGE

☆

LAY AWAY NOW FOR CHRISTMAS

ART'S
Store For Men
4820 NEWPORT
AC-3-8408

SMITH'S

first showing

The newest, most beautiful watches in the world

HAMILTON

SMITH & SON JEWELERS
SINCE 1873
4831 NEWPORT AVE. OCEAN BEACH AC-3-0718

BOB HORN Says...

This Year . . . GIVE HI-FI for a Merry Christmas

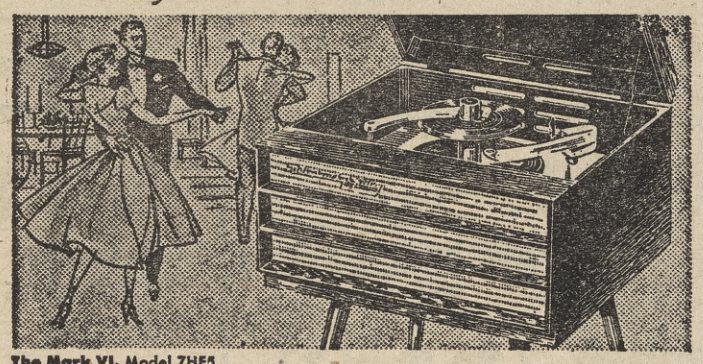
RCA Victor Mark III. New Orthophonic High Fidelity "Victrola"®. Panoramic Sound System with *three* balanced speakers! 4-speed record changer. AM-FM radio. Magnificently styled cabinet in mahogany, light rift oak or maple finishes. Model 7HF3.

335.00

only $ 144.95

New Orthophonic High Fidelity "Victrola"

by **RCA VICTOR**



The Mark VI. Model 7HF5.

• HAS 4-SPEED RECORD CHANGER • 3-SPEAKER PANORAMIC SOUND SYSTEM • COMES WITH STRIKING BRASS LEGS

NOW YOU CAN OWN low-cost hi-fi—*laboratory-balanced* and ready to plug-in-and-play! You'll hear your records through the famous 3-speaker Panoramic Sound System. Automatic record changer plays 4 record speeds. Special jack for Stereophonic Sound. Custom-styled cabinet in 4 finishes: mahogany, light rift oak, maple or black mink. Comes with striking brass legs.

Come in today! Hear New Sensations In Sound!

®RCA trademark for record player.

NOW! **RCA VICTOR** brings you a new 2-SPEAKER High Fidelity "Victrola"® 45 Phonograph for only **84.50**

® RCA trademark for record players

- **IT'S ANOTHER FABULOUS "45"** The world's most popular, most trouble-free record system
- **EASIEST TO PLAY** So simple, a child can play it
- **THE MUSIC YOU WANT IS ON "45's"** Everything from Bach to Bop

The Mark VIII. Model 7HF45.

The Mark VIII brings you true sensations in sound with New Orthophonic High Fidelity from *two* speakers! Rich cabinet in mahogany, light rift oak or maple finishes.

Come in for a demonstration today!

44.95 WORTH OF RECORDS

Including Glen Miller Album

RCA Victor Mark IV. New Orthophonic High Fidelity "Victrola"®. Smart lowboy design. 3-speaker Panoramic Sound. 4-speed record changer. Mahogany, light rift oak or maple finishes. Model 7HF4

189.95

BOB HORN TELEVISION

POINT LOMA'S LARGEST AND MOST COMPLETE TV SALES AND SERVICE

1865 Sunset Cliffs Blvd. **AC-3-7139**

Make Your Christmas Shopping Easy at ELM'S

CHOOSE FROM THESE MANY FAMOUS BRANDS!
OUR STOCKS HAVE NEVER BEEN SO COMPLETE!

MEN'S
SPORT COATS

Many smart patterns to choose from. Newest models by Stanton, Langley and Ratner.

24.95 to 37.50

SELECT HIS GIFT FROM THESE TOP BRANDS at ELM'S

Florsheim Shoes, City Club and Winthrop Shoes, Wesboro Shoes, Evans Slippers. Swank Jewelry and Wallets. Pioneer Belts and Wallets. Wembley Ties, Interwoven Sox, Stetson and Adam Hats, Cooper Underwear.

Men's SUITS

Flannel, Worsteds and Sharkskins in the season's best and Newest Models from Stanton, Langley and Ratner. ... ...

39.95 to 65.00

Men's Dress Shirts by Arrow. Smart new collar styles. Button, French cuffs **3.95 to 5.00**

Men's Suede Jackets Made by famous California Sportswear Mfg. Co. Blue, black, Charcoal, Grey and Tan. **19.95**

MEN'S
SWEATERS

Many beautiful styles and colors to choose from by Catalina, Barclay, and Maurice Holman.

2.95 to 10.95

CHOOSE HER GIFT FROM A WONDERFUL SELECTION

WOMEN'S NYLONS **89c** up to **1.75**

WOMEN'S HANDBAGS **2.95** to **7.95**

Women's House Slippers **2.99** to **6.50**

MEN'S
SPORT SHIRTS

A large selection of Checks, Plaids and Stripes in many fabrics by these famous manufacturers.

Pendleton, Lanier, Arrow, Ashfield, Manhattan, Rambler, Bel-Air

2.95 to 13.95

GIFTS FROM OUR BOY'S WEAR DEPT.

Tailored Suits, Sport Coats and Slacks.
Smart Sport Shirts by Tom Sawyer.
Denims by A-1 and Levis.

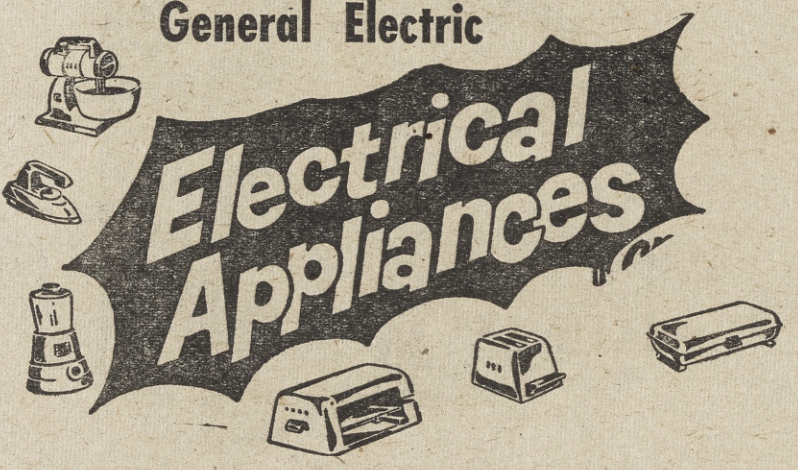
ELM'S
SINCE 1936

4985 Newport Ave. **Ocean Beach**

• CHULA VISTA • OCEANSIDE • CARLSBAD

Easy to give, Wonderful to receive

SUNBEAM and General Electric



When You Shop At
GREESON'S

You will find these Brand Names

- FLINT WARE
  Hollow Ground Cutlery and Cookware
- VERNON WARE
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- REVERE WARE
- PYREX OVEN WARE

BLACK & DECKER
POWER TOOLS
FOR THE DO-IT YOURSELF MAN

HUNDREDS OF GADGET GIFTS TOO NUMEROUS TO MENTION!

We Give S & H Green Stamps

Greeson's Hardware

5017 NEWPORT AVE. AC-3-7572

- ☆ QUILTED & NYLON CORDUROY ROBES
- ☆ SLIPS
- ☆ PANTIES
- ☆ SHRUGS AND BULKY KNIT SWEATERS
- ☆ JERSEY BLOUSES
- ☆ CAPRI PANTS IN CORDUROY, DACRON, VELVETEEN AND ALL WOOL
- ☆ PEARL BEAD COLLARS
- ☆ KNIT SUITS BY LOFTIES
- ☆ CASUAL & DRESSY DRESSES
- ☆ THE BIGGEST SELECTION OF COCKTAIL WEAR IN TOWN

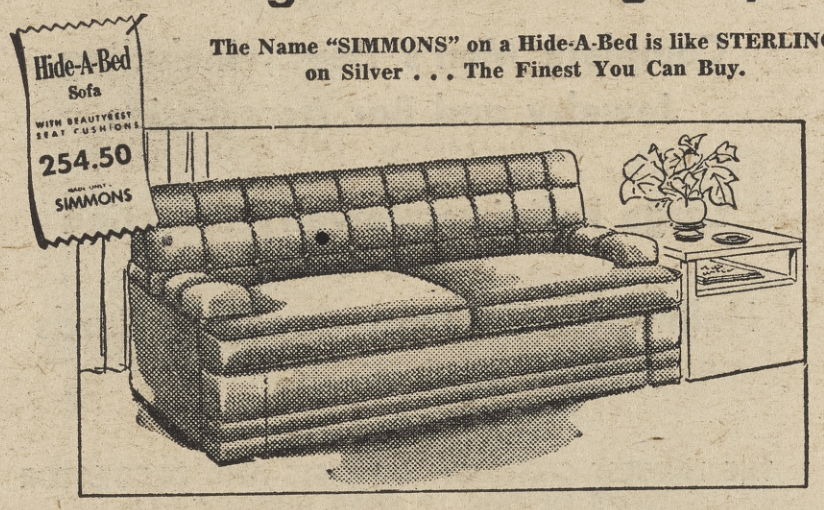
LAY AWAY NOW 'TIL CHRISTMAS

Gordon's
4992 Newport

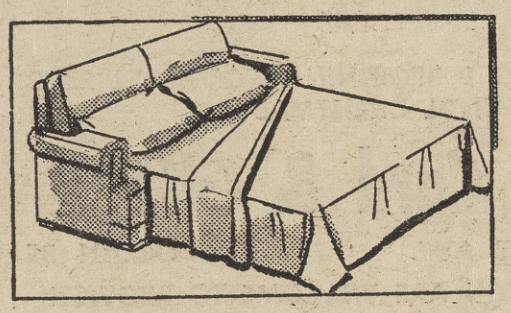
SIMMONS HIDE-A-BEDS
"SPECIAL PURCHASE" SALE!

We Just Received a Huge Shipment of HIDE-A-BEDS from the Simmons Co. in a wide choice of Styles . . . in the latest Decorator Fabrics. We have combined this shipment with our regular stock to give you the finest values possible.

The Name "SIMMONS" on a Hide-A-Bed is like STERLING on Silver . . . The Finest You Can Buy.



Similar to Illustration
MODERN—with welted, button tufted back, Textured Brown or Charcoal ..... Reg. 254.50 **239.50**



- Sleeps Two People on a Genuine Beautyrest Mattress.
- Folds away wtih Blankets and Sheets (No bedding storage problem).
- Easy operating mechanism.
- A fine sofa by day, a comfortable Bed at Night.

OVER TWENTY SIMMONS HIDE-A-BEDS ON DISPLAY!

MAKE YOUR SELECTION EARLY . . . WHILE OUR STOCK IS COMPLETE!

$279.50 COLONIAL WING HIDE-A-BED Shirred Flounce, Floor Sample **229.50**

319.50 LAWSON HIDE-A-BED in one of Simmons Finest Nylon Fabrics in a Rich Brown **269.50**

334.50 MODERN T. CUSHION in Lime Green Boucle **209.50**

SEE THESE AND MANY OTHERS!

OPEN MONDAY NIGHTS TILL 9 P.M.

4051 VOLTAIRE ST. AT WABASKA DR.
AC-3-3630 Easy Terms

BURDINE'S STATIONERY

4934 NEWPORT AVE. We Give S & H Green Stamps

Gift Suggestions:

- BIBLES
- CHILDREN'S BOOKS
- DICTIONARIES
- COOK BOOKS

NAME IMPRINTED CHRISTMAS CARDS ORDER NOW

GLOBES
BIG SELECEION

Boxed Social Stationery
EATON — MONTAG

Hallmark Note Paper
FOR LITTLE GIFTS

WE HAVE THE PARKER 61 PEN

TOYLAND NOW OPEN!

LAY-AWAY NOW FOR CHRISTMAS

FREE!
Come in for SANTA'S OWN TOY BOOK

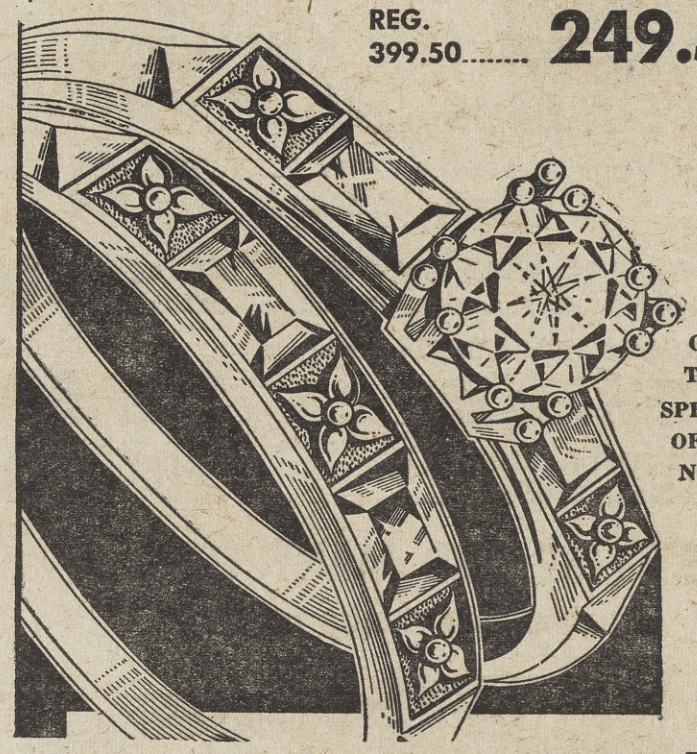
Complete Selections —in—
- ☆ Toys - Gifts
- ☆ Housewares
- ☆ Hardware

Schoen's Hardware
4827 Newport Ave. • Ocean Beach • AC-2-8091

make it a DIAMOND Christmas

Ladies' Ensemble

REG. 399.50..... **249.50**



GET THIS SPECIAL OFFER NOW!

C. L. DERSCH, Jeweler

4925 NEWPORT AVE. AC-2-0215

"BIGGEST LITTLE JEWELER IN OCEAN BEACH"

Remember...

Nedra's Card & Gift Shop

for the Gift that is different . . .

Largest Costume Jewelry Selection in Ocean Beach

☆

Complete Men's Dept., including Jewelry and Bar Accessories

☆

Large Religious Jewelry Selection

☆

Hallmark---Norcross Greeting Cards and Wrap

☆

THE LARGEST SELECTION OF GIFTS AND DECORATOR ITEMS IN OUR 12 YEAR HISTORY ! !!

☆

LAY IT AWAY FOR CHRISTMAS NOW!

★

OPEN 9 TO 9 BEGINNING NOVEMBER 23RD UNTIL CHRISTMAS EVE.

Nedra's Card & Gift Shop

4910 NEWPORT AVE. OCEAN BEACH

WHERE YOU ARE WELCOME TO BROWSE!

fashion focuses on Christmas GIFT Suggestions

☆ Novelty Sweaters

☆ Skirts

☆ Blouses

☆ Costume Jewelry

LAY-AWAY NOW UNTIL CHRISTMAS

CUSHWAY'S CASUALS

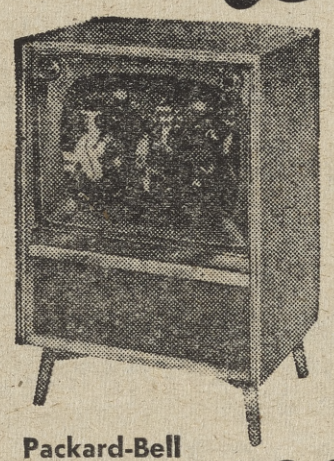
4841 Newport AC-2-1678

DO YOUR CHRISTMAS SHOPPING AT OCEAN BEACH SHOPPING CENTER

☆

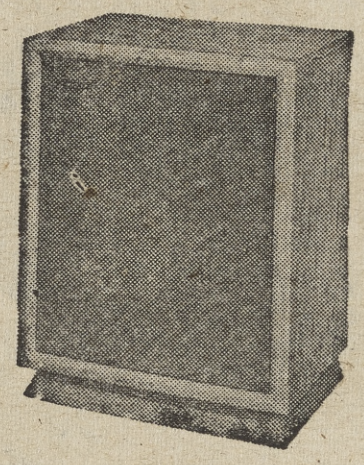
Lower Prices! Complete Selections!

Packard-Bell TV



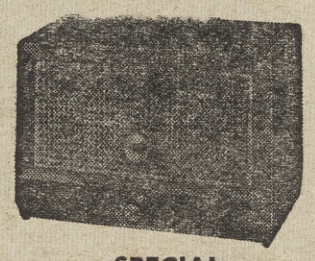
- Console Television
- 21" Picture Tube
- Diagonal New Rangefinder 88 Chassis

219.95



Packard-Bell
High Fidelity
AM-FM
RADIO-
PHONOGRAPH
Combination

199.95



SPECIAL
5 TUBE RADIO
12.95

Point Loma Radio & TV

4875 VOLTAIRE
AC-2-8378

DECORATIONS for your tree!

A Beautiful.. Selection of

Christmas Tree & Home Decorations

An
Outstanding Selection
of Gift Boxes, Ribbons
and Accessories.
Make Selections Early!

Complete
Selection of
TOYS, GAMES
and DOLLS

HOMER'S VARIETY STORE

4871 Newport Ave.
Ocean Beach

OPEN EVES' 'TIL 9 BEGINNING NOV. 23

SHOP
NOW
BEAT
THE
CROWD

. . . SO YOU CAN HAVE YOUR CHOICE OF OUR COMPLETE SELECTION OF

Hallmark

CHRISTMAS CARDS

We have a complete selection of Hallmark Christmas Cards . . . in boxes, albums or for your individual selection, plus everything in Hallmark Gift Wraps for your Christmas gift wrapping needs, too! Shop now, while you can have your choice!

HOLIDAY GIFTS

- ☆ Assorted California Fruit Packs.
- ☆ Home made and Christmas Candies beautifully packaged.
- ☆ Magazine Subscription . . . Ideal Gift.
- ☆ Toys, Tobacco Gifts, Smoking Accessories.
- ☆ Many other unusual gifts.

PARAS SHOP

4861 Newport Ave. Ocean Beach

MARY MONROE

Children's Wear

PRE-HOLIDAY Sale

GIRL'S DUSTERS
Corduroy, Quilted Nylons and Quilted Cottons
Sizes 4 to 14....4.99 - 7.99

Boys' and Girls'
FLANNEL PAJAMAS
Sizes 2 to 14....1.99 - 3.99
Boys' 100% Lined

NYLON JACKETS
Sizes 1-14.....4.99 & 7.99
Boys' Fully Lined Hooded

POPLIN JACKETS
Size 4-14.....5.99 & 6.99

Girl's CAR COATS
Size 3-14.....5.99 & 7.99
Boys' Toddler

BOUCLE SETS
2 & 5 pc.....2.99 & 5.99
Infant's

WEAR-A-BLANKET
Small, medium and large
6.99
Keeps child snug and comfy

SWEATERS
Cardigans & Pullovers
All 100% DuPont Orlon
Toddlers, Boys & Girls
Sizes 1 to 14. Variety of Colors.
2.99 to 5.99

GIRL'S BLOUSES
Magic fabric Cottons & Nylons.
Size 1 to 14....1.99 - 3.99

GIRL'S SLIPS
Size 1 to 14.....1.99-3.99
Half Slips, size 3 to 14
1.99 - 4.99

Girl's 100%
NYLON GOWN SETS
Size 7 to 14.....6.99
Girl's 100% Nylon
Jersey Slips & Pant Sets
2.99

GIRL'S TV SETS
White & Gold Brocaded Jackets
with Black Velveteen
Washable Pedal Pushers
Size 7 to 14.....2.99

MARY MONROE

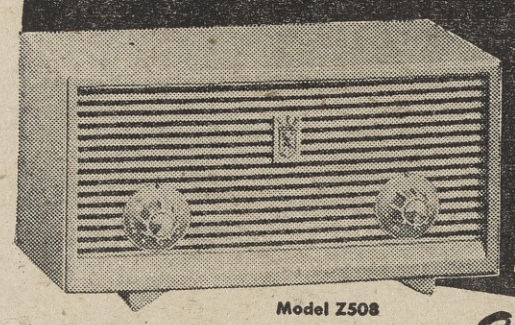
CHILDREN'S WEAR

4996 NEWPORT AVE. AC-2-7110

NEW SPECIALLY MOUNTED
Alnico SPEAKER GIVES THE

NEW **ZENITH**®
PACEMAKER RADIO

SENSATIONAL TONE!



Model Z508

once you've heard it you'll expect to pay at least $15.00 more than this low price...

Only $ **22.95**

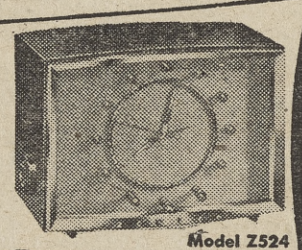
★ **TONE QUALITY**—Specially Mounted Alnico Speaker provides magnificent tone quality.

★ **LONG DISTANCE AM RECEPTION**—Exclusive Zenith Wavemagnet® antenna brings in distant stations sharp and clear.

★ **DECORATOR COLORS**—Brilliant distinctive styling available in decorator colors to fit the modern home.

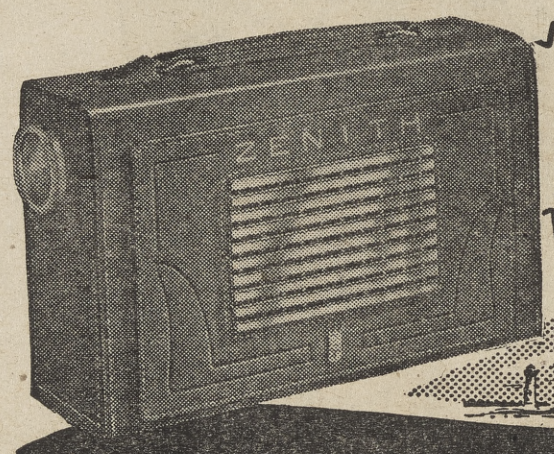
NEW! ZENITH Clock-Radio with the "Hidden Radio"

Now, with Zenith-Quality speaker, you get the richest tone in radio. Distinctively styled Telechron Clock ... wakes you up... lulls you to sleep... turns TV or radio on or off! Available in Ebony or Ivory colors. From **51.95**



Model Z524
AC Only

You'll get MORE ENJOYMENT
from this
new trim-line **ZENITH**®
PORTABLE RADIO



GENUINE LEATHER!
Case and handle finest quality top grain cowhide!

brings in MORE DISTANT STATIONS...with
richer, fuller tone
OUT-OF-DOORS!

Here's how!

NEW 5-TUBE CHASSIS . . .
famed Zenith Long Distance AM with improved circuits gives greater sensitivity to bring in even weak, distant stations!

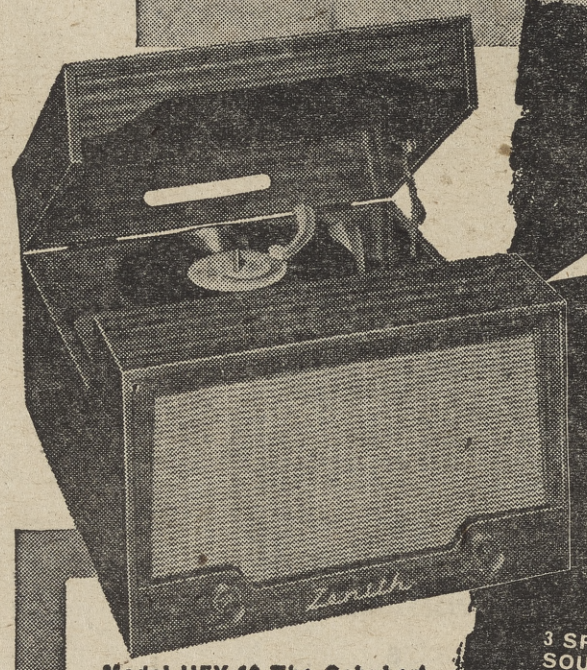
51.95

PLUS ZENITH QUALITY ALNICO 5 SPEAKER

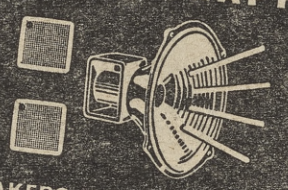
Activated by Alnico 5—one of the world's most powerful magnetic materials and MORE OF IT—for fuller, finer tone outdoors!

Christmas Presents
WITH HAPPY FUTURES!

NOW! **3 SPEAKERS ADD A NEW DIMENSION TO HIGH FIDELITY LISTENING PLEASURE!**



NEW! SENSATIONAL!
ZENITH®
TABLE MODEL HIGH-FIDELITY PHONOGRAPH



3 SPEAKERS FIRE RICH, VIBRANT SOUND out of the front of cabinet... fill your room with glorious high fidelity sound that gives you the "feeling" of being surrounded by sound.

Model HFY-12 The Schubert. Handsome design table model. Cabinet of veneers and hardwood solids... In Mahogany or Blond Oak. AC only.

$ 99.95 up

ZENITH GIVES YOU SUPER SOUND...
SUPER PERFORMANCE

HIGH FIDELITY AMPLIFIER
with essentially flat response of 20 to 20,000 CPS.

HIGH FIDELITY RECORD CHANGER
new Custom-Matic changer plays 16⅔, 33⅓, 45 and 78 rpm records automatically.

LIGHTWEIGHT TONE ARM
permits needle to "float" in record grooves. Records last longer, sound better.

AUTOMATIC INTERMIX
plays ten 10" and 12" records of same speed intermixed.

AUTOMATIC SHUT OFF
turns off record changer when last record is through playing.

DUAL NEEDLE CARTRIDGE
barium titanate cartridge with 1-mil and 3-mil manufactured sapphire tips.

OPEN
FRI. EVES.
'TIL 9

DAWSON'S
TELEVISION AND APPLIANCES

4940 NEWPORT AVE. **AC-3-1614**